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Attorney's Docket No. GOL5121.11A

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



Box Patent Application

Assistant Commissioner for Patents

Washington, D.C. 20231

NEW APPLICATION TRANSMITTAL

Transmitted herewith for filing is the patent application of Inventor(s):

KEVIN CALLOWAY; ERGON COPELAND; ANTHONY FRANCO; ZVULUN HALFON; SCOTT JOHNSON; RONALD KEWISH; JASON McNAMARA; RICHARD WILSON

For (title):

MULTIMEDIA MESSAGING METHOD AND SYSTEM

1. **Type of Application**

This new application is for a(n):

- ☒ Original (nonprovisional)
- ☐ Design
- ☐ Plant
- ☐ Divisional
- ☐ Continuation
- ☐ Continuation of PCT designating US
- ☐ Continuation-in-part (CIP)

**CERTIFICATION UNDER 37 CFR 1.10**

I hereby certify that this New Application Transmittal and the documents referred to as enclosed therein are being deposited with the United States Postal Service on this date November 7, 2000 in an envelope as "Express Mail Post Office to Addressee" Mailing Label Number EL484719302US addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231.

John P. O'Banion

(Type or print name of person mailing paper)

(Signature of person mailing paper)

NOTE: Each paper or fee referred to as enclosed herein has the number of the "Express Mail" label placed thereon prior to mailing. 37 CFR 1.10(b).

2. **Papers Enclosed Which Are Required For Filing Date Under 37 CFR 1.53(b) (Regular) or 37 CFR 1.153 (Design) Application**

86 Pages of specification

16 Pages of claims

1 Pages of Abstract

14 Sheets of drawing

X formal

— informal

— The enclosed drawing(s) include photograph(s), and there is also attached a "PETITION TO ACCEPT PHOTOGRAPH(S) AS DRAWING(S)." 37 C.F.R. 1.84(b).

3. **Additional papers enclosed**

— Preliminary Amendment

— Information Disclosure Statement

— Form PTO - 1449

— Citations

— Authorization of Attorney(s) to Accept and Follow Instructions from Representative

— Special Comments

— Other

4. **Declaration Or Oath**

— Enclosed

executed by:

— inventor(s)

— legal representative of inventor(s). 37 CFR 1.42 or 1.43.

— joint inventor or person showing a proprietary interest on behalf of inventor who refused to sign or cannot be reached.

— this is the petition required by 37 CFR 1.47 and the statement required by 37 CFR 1.47 is also attached. (See item 18 below for fee.)

☐ Copy from a prior application (37 CFR 1.63(d)) (divisional or continuation only)

☒ Not Enclosed.

☒ Application is made by a person authorized under 37 CFR 1.41(c) on behalf of all of the above named inventor(s). (The declaration or oath, along with the surcharge required by 37 CFR 1.16(e) can be filed subsequently).

☐ Attached is a showing that the filing is authorized. (Not required unless called into question. 37 CFR 1.41(d)).

**5. Inventorship Statement**

The inventorship for all the claims in this application are:

☒ The same

or

☐ Are not the same. An explanation, including the ownership of the various claims at the time the last claimed invention was made,

☐ is submitted.

☐ will be submitted.

**6. Language**

☒ English

☐ non-English

☐ the attached translation is a verified translation. 37 CFR 1.52(d).

**7. Assignment**

☒ An assignment of the invention to: DYNAMICS DIRECT, INC.

☐ is attached. A separate "ASSIGNMENT COVER LETTER ACCOMPANYING NEW PATENT APPLICATION" is also attached.

☒ will follow.

**8. Benefit of Prior U.S. Application(s) (35 U.S.C. 119(e), 120 or 121)**

NOTE: "In order for an application to claim the benefit of a prior filed copending national application, the prior application must name as an inventor at least one inventor named in the later filed application and disclose the named inventor's invention claimed in at least one claim of the later filed application in the manner provided by the first paragraph of 35 U.S.C. 112." 37 CFR 1.78(a).

NOTE: "In addition, the prior application must be (1) complete as set forth in § 1.51, or (2) entitled to a filing date as set forth in § 1.53(b) and include the basic filing fee set forth in § 1.16, or (3) entitled to a filing date as set forth in § 1.53(b) and have paid therein the processing and retention fee set forth in § 1.21(l) within the time set forth in § 1.53(d)." 37 CFR 1.78(a).

NOTE: "Any nonprovisional application claiming the benefit of one or more prior filed copending provisional applications must contain or be amended to contain in the first sentence of the specification following the title a reference to each such prior provisional application, identifying it as a provisional application, and including the provisional application number (consisting of the series code and serial number) and filing date." 37 CFR 1.78(a)(4).

NOTE: "Any nonprovisional application claiming the benefit of one or more prior filed copending nonprovisional applications or international applications designating the United States of America must contain or be amended to contain in the first sentence of the specification following the title a reference to each such prior application, identifying it by application number (consisting of the series code and serial number) and filing date or international application number and international filing date and indicating the relationship of the applications. Cross-references to other related applications may be made where appropriate. (See §1.14(b))." 37 CFR 1.78(2).

X Applicant(s) hereby claim(s) the benefit of the filing date of the following prior U.S. Provisional Application:

- (a) Application History (title as originally filed and as last amended, serial number, and filing date of all prior applications):

Title: MULTIMEDIA MESSAGING METHOD AND SYSTEM  
Ser. No.: 60/197,759  
Filed: April 17, 2000

- (b) Name of applicant(s) (as originally filed and as last amended), and current correspondence address of applicant(s):

Name: Kevin Calloway  
Address: 6115 Orange Street #1  
Los Angeles, CA 90048

Name: Ergon Copeland  
Address: 5520 Owensmouth Avenue, #116  
Woodland Hills, CA 91367

Name: Anthony Franco  
Address: 1346 Via Del Rio  
Corona, CA 91720

Name: Zvulun Halfon  
Address: 22710 Oxnard Street  
Woodland Hills, CA 91367

Name: Scott Johnson  
Address: 717 33<sup>rd</sup> Street, #304  
San Pedro, CA 90371

Name: Ronald Kewish  
Address: 1334 North Parkhurst Street  
Simi Valley, CA 93065

Name: Jason McNamara  
Address: 473 16<sup>th</sup> Street  
Santa Monica, CA 90402

Name: Richard Wilson  
Address: 209 West 5<sup>th</sup> Street  
San Dimas, CA 91773

NOTE: The proper reference to a prior filed PCT application which entered the U.S. national phase is the U.S. serial number and the filing date of the PCT application which designated the U.S.

NOTE: (1) Where the application being transmitted adds subject matter to the International Application then the filing can be as a continuation-in-part or (2) it is desired to do so for other reasons, then the filing can be as a continuation.

NOTE: The deadline for entering the national phase in the U.S. for an international application was clarified in the Notice of April 28, 1987 (1079 O.G. 32 to 46) as follows:

"The Patent and Trademark Office considers the international application to be pending until the 22nd month from the priority date if the United States has been designated and no Demand for International Preliminary Examination has been filed prior to the expiration of the 19th month from the priority date and until the 32nd month from the priority date if a Demand for International Preliminary Examination which elected the United States of America has been filed prior to the expiration of the 19th month from the priority date, provided that a copy of the international application has been communicated to the Patent and Trademark Office within the 20 or 30 month period respectively. If a copy of the international application has not been communicated to the Patent and Trademark Office within the 20 or 30 month period, respectively, the international application becomes abandoned as to the United States 20 or 30 months from the priority date, respectively. These periods have been placed in the rules as paragraph (h) of § 1.494 and paragraph (i) of § 1.495. A continuing application under 35 U.S.C. 365(c) and 120 may be filed anytime during the pendency of the international application."

## 9. Priority Claim for Prior Application (35 U.S.C. 119)

\_\_\_\_\_ The prior U.S. application(s), including any prior International Application designating the U.S. identified above in item 8, in turn itself claim(s) foreign priority (ies) as follows:

(country)	(appln. no.)	(filed on)
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(country)	(appln. no.)	(filed on)
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(country)	(appln. no.)	(filed on)
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The certified copy (ies)

\_\_\_\_\_ is (are) attached.

\_\_\_\_\_ has (have) been filed on \_\_\_\_\_ in prior application serial number \_\_\_\_\_ which was filed on \_\_\_\_\_.

\_\_\_\_\_ will follow.

WARNING: The certified copy of the priority application which may have been communicated to the PTO by the International Bureau may not be relied on without the need to file a certified copy of the priority application in a continuing application. This is so because the certified copy of the priority application communicated by the International Bureau is placed in a folder and is not assigned a U.S. serial number unless the national stage is entered. Such folders are disposed of if the national stage is not entered. Therefore, such certified copies may not be available if needed later in the prosecution of a continuing application. An alternative would be to physically remove the priority documents from the folders and transfer them to the continuing application. The resources required to request transfer, retrieve the folders, make suitable record notations, transfer the certified copies, enter and make a record of such copies in the continuing application are substantial. Accordingly, the priority documents in folders of international applications which have not entered the national stage may not be relied on. Notice of April 28, 1987 (1079 O.G. 32 to 46).

## 10. Further Inventorship Statement Where Benefit of Prior Application(s) Claimed

NOTE: "If the continuation, continuation-in-part, or divisional application is filed by less than all the inventors named in the prior application, a statement must accompany the application when filed requesting deletion of the names of the person or persons who are not inventors of the invention being claimed in the continuation, continuation-in-part, or divisional application." 37 CFR 1.62(a) [emphasis added] (dealing with the file wrapper continuation situation).

NOTE: "In the case of a continuation-in-part application which adds and claims additional disclosure by amendment, an oath or declaration as required by § 1.63 must be filed. In those situations where a new oath or declaration is required due to additional subject matter being claimed, additional inventors may be named in the continuing application. In a continuation or divisional application which discloses and claims only subject matter disclosed in a prior application, no additional oath or declaration is required and the application must name as inventors the same or less than all the inventors in the prior application." 37 CFR 1.60(c). (dealing with the continuation situation).

(complete applicable item (a) or (b) below)

(a) \_\_\_\_\_ This application discloses and claims only subject matter disclosed in the prior application whose particulars are set out above and the inventor(s) in this application are

\_\_\_\_\_ the same

\_\_\_\_\_ less than those named in the prior application and it is requested that the following inventor(s) identified above for the prior application be deleted:

Name:

Name:

Name:

(b) \_\_\_\_\_ This application discloses and claims additional disclosure and a new declaration or oath is being filed. With respect to the prior application whose particulars are set out above, the inventors in this application are

\_\_\_\_\_ the same

\_\_\_\_\_ add the following inventors

Name:

Name:

## 11. Maintenance of Copendency of Prior Application

NOTE: The PTO finds it useful if a copy of the petition filed in the prior application extending the term for response is filed with the papers constituting the filing of the continuation application. Notice of November 5, 1985 (1060 O.G. 27).

\_\_\_\_ Extension of time in prior application

(This item must be completed and the necessary papers filed in the prior application if the period set in the prior application has run)

\_\_\_\_ A petition, fee and response has been filed to extend the term in the prior application until \_\_\_\_\_.

\_\_\_\_ A copy of the petition for extension of time in the prior application is attached.

(complete this item and file conditional petition in prior application if previous item not applicable)

\_\_\_\_ Conditional Petition For Extension Of Time In Prior Application

\_\_\_\_ A conditional petition for extension of time is being filed in the pending prior application.

## 12. Abandonment of Prior Application (if applicable)

\_\_\_\_ Please abandon the prior application at a time while the prior application is pending or when the petition for extension of time or to revive in that application is granted and when this application is granted a filing date so as to make this application copending with said prior application.

NOTE: According to the Notice of May 13, 1983, (103, TMOG 6-7), the filing of a continuation or continuation-in-part application is a proper response with respect to a petition for extension of time or a petition to revive and should include the express abandonment of the prior application conditioned upon the granting of the petition and the granting of a filing date to the continuing application.

NOTE: "A registered attorney or agent acting under the provisions of § 1.34(a), or of record, may also expressly abandon a prior application as of the filing date granted to a continuing application when filing such a continuing application." 37 CFR 1.138.

## 13. Petition For Suspension Of Prosecution For The Time Necessary To File An Amendment (if applicable)

WARNING: "The claims of a new application may be finally rejected in the first Office Action in those situations where (1) the new application is a continuing application of, or a substitute for, an earlier application, and (2) all the claims of the new application (a) are drawn to the same invention claimed in the earlier application, and (b) would have been properly rejected on the grounds of art of record in the next Office Action if they had been entered in the earlier application." MPEP § 706.07(b).

NOTE: Where it is possible that the claims on file will give rise to a first action final for this continuation application and for some reason an amendment cannot be filed promptly (e.g., experimental data is being gathered) it may be desirable to file a petition for suspension of prosecution for the time necessary.

(check the next item, if applicable)

There is provided herewith a Petition to Suspend Prosecution For The Time Necessary To File An Amendment (New Application Filed Concurrently)

**14. Notification in Parent Application of this Filing (if applicable)**

A notification of the filing of this application is being filed in the parent application from which this application claims priority under 35 U.S.C. 120.

**15. Fee Calculation (37 CFR 1.16)**

**A. ☒ Regular Application**

CLAIMS AS FILED							
	Number filed		Number Extra		Rate		Basic Fee \$ 710.00
Total							
Claims 37 CFR 1.16(c)	70	- 20	=	50	X	\$18.00	= 900.00
Independent							
Claims (37 CFR 1.16(b))	5	- 3	=	2	X	\$80.00	= 160.00
Multiple dependent claim(s), if any (37 CFR 1.16(d))					+	\$270.00	=

Amendment canceling extra claims enclosed.

Amendment deleting multiple-dependencies enclosed.

Fee for extra claims is not being paid at this time.

**Filing Fee Calculation** \$ 1,770.00

**B. ☐ Design application**  
(\$320.00 - 37 CFR 1.16(f))

Filing Fee Calculation \$ \_\_\_\_\_

**C. ☐ Plant application**  
(\$490.00 - 37 CFR 1.16(g))

Filing Fee Calculation \$ \_\_\_\_\_

**16. Small Entity Statement(s)**

☒ Verified Statements(s) that this is a filing by a small entity under 37 CFR 1.9 and 1.27

is(are) attached.

☒ will follow.



— Status as a small entity was claimed in prior application serial number \_\_\_\_\_  
filed on \_\_\_\_\_, from which benefit is being claimed for this  
application under 35 U.S.C. 119(e), 120, 121 or 365(c) and which status as a small entity  
is still proper and desired. A copy of the verified statement in the prior application is  
included.

Filing Fee Calculation (50% of A, B or C above)

\$ 885.00

**17. Request for International-Type Search (37 CFR 1.104(d))**

— Please prepare an international-type search report for this application at the time when  
national examination on the merits takes place.

**18. Fee Payment Being Made At This Time**

☒ Not Enclosed

☒ No filing fee is to be paid at this time. (This and the surcharge required by 37 CFR  
1.16(e) can/will be paid subsequently.)

— Enclosed

— basic filing fee \$ \_\_\_\_\_

— recording assignment (\$40.00; 37 CFR 1.21(h)) \$ \_\_\_\_\_

— petition fee for filing by other than all the  
inventors or person on behalf of the inventor  
where inventor refused to sign or cannot be  
reached. (\$130.00; 37 CFR 1.47 and 1.17(h)) \$ \_\_\_\_\_

— for processing an application with a  
specification in a non-English language.  
(\$130.00; 37 CFR 1.52(d) and 1.17(k)) \$ \_\_\_\_\_

— processing and retention fee  
(\$130.00; 37 CFR 1.53(d) and 1.21(l)) \$ \_\_\_\_\_

— fee for international-type search report.  
(\$40.00; 37 CFR 1.21(e)) \$ \_\_\_\_\_

Total Fees Enclosed \$ \_\_\_\_\_

**19. Method of Payment of Fees**

— Check in the amount of \$ \_\_\_\_\_

— Charge Account No. \_\_\_\_\_ in the amount of \$ \_\_\_\_\_.  
A duplicate of this transmittal is attached.

**20. Authorization to Charge Additional Fees**

— The Commissioner is hereby authorized to charge the following additional fees by this paper and during the entire pendency of this application to Account No. \_\_\_\_\_;

— 37 CFR 1.16(a), (f) or (g) (filing fees)

— 37 CFR 1.16(b), (c) and (d) (presentation of extra claims)

— 37 CFR 1.16(e) (surcharge for filing the basic filing fee and/or declaration on a date later than the filing date of the application)

— 37 CFR 1.18 (application processing fees)

— 37 CFR 1.18 (issue fee at or before mailing of Notice of Allowance, pursuant to 37 CFR 1.311(b))

**21. Instructions As To Overpayment**

— credit Account No. \_\_\_\_\_

X refund

**22. Incorporation By Reference of Papers Identified Herein**

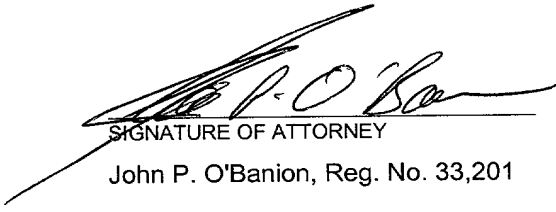
Applicant(s) hereby incorporate(s) by reference all papers which are identified in this New Application Transmittal.

**23. Correspondence Address**

Please use the following correspondence address for all communications:

John P. O'Banion, Reg. No. 33,201  
O'BANION & RITCHEY LLP  
400 Capitol Mall, Suite 1550  
Sacramento, CA 95814  
(916) 498-1010

Dated: 11/7/00

  
SIGNATURE OF ATTORNEY

John P. O'Banion, Reg. No. 33,201

TITLE OF THE INVENTION

**MULTIMEDIA MESSAGING METHOD AND SYSTEM**

CROSS-REFERENCE TO RELATED APPLICATIONS

5        This application claims priority from U.S. provisional application serial number  
60/197,759 filed on April 17, 2000.

STATEMENT REGARDING FEDERALLY SPONSORED RESEARCH

OR DEVELOPMENT

Not Applicable

REFERENCE TO A MICROFICHE APPENDIX

Not Applicable

NOTICE OF MATERIAL SUBJECT TO COPYRIGHT PROTECTION

10  
15  
20        A portion of the material in this patent document is subject to copyright protection  
under the copyright laws of the United States and of other countries. The owner of the  
copyrights has no objection to the facsimile reproduction by anyone of the patent  
document or the patent disclosure, as it appears in the United States Patent and  
Trademark Office file or records, but otherwise reserves all copyrights whatsoever. The  
copyright owner does not hereby waive any of its rights to have this patent document

maintained in secrecy, including without limitation its rights pursuant to 37 C.F.R. §  
1.14.

## BACKGROUND OF THE INVENTION

### 5 1. Field of the Invention

The present invention pertains generally to the individualization of multimedia content and more particularly to the automated creation and distribution of individualized multimedia messages and content over a network.

### 10 2. Description of the Background Art

The efficiency with which business and personal communications may be exchanged over computer networks is redefining traditional communication practices. Networks, such as the world wide web (internet), are being used increasingly for both communication and advertising. In addition, numerous other networks are becoming increasingly used for digital data delivery, such as satellite networks, interactive TV, cable networks, and wireless device networks.

Traditionally, the delivery of communications and advertising over networks has been accomplished through web sites and by the delivery of emails. However, the use of web sites and email as an advertising and communications medium has had numerous drawbacks. Advertising on web sites requires that prospective clients be  
20 “driven” to the site by traditional advertising, such as direct mail. As a “push” technology, the use of email for advertising has had some success. Typical email campaigns generate a series of emails containing text or fixed multimedia elements

which together constitute an offer. The ability to merge text fields from a list has long been utilized for sending business correspondence and offers. However, only a minor amount of user involvement and relevance is provided by text fields and it has become increasingly difficult to get and hold the attention of a recipient with a text-only message.

5 The drawbacks of using text-only advertising have long been recognized, and as a result conventional advertising, such as direct mail, now generously utilizes graphical elements for grabbing the recipient's attention. Offers have been augmented by the addition of fixed multimedia elements which include graphics, animations, and/or audio, to engender recipient interest and action. Although current techniques using fixed graphics within email advertising, and print advertising, attempt to increase user involvement, the resultant messages are often still unable to attract and maintain user attention.

Text-based email marketing, therefore, is losing effectiveness as a medium for attracting and retaining the attention of a customer who in today's market is being bombarded with numerous unengaging offers. A leading market research company, Jupiter Communications, which specializes in internet commerce, estimates that by the year 2005 each email recipient within the United States will receive an average of 1,600 commercial emails annually. During that period, commercial email spending is predicted to reach \$7.3 billion.

20 Therefore, a need exists for methods of increasing user involvement with content which is distributed over a network. The present invention satisfies that need, as well as others, and overcomes the deficiencies of previously developed solutions.

## BRIEF SUMMARY OF THE INVENTION

The present invention provides methods for creating and distributing individualized multimedia content over a network. The multimedia messaging system provides a marketing tool for creating and deploying deeply relevant messages for boosting response, click-through and conversion levels, so that marketers may realize increased ad returns.

By "individualizing" content, a sender is able to integrate specific information associated with a particular recipient into a multimedia message for that recipient. An example of multimedia, for example, could constitute the use of animations and voiceovers. The term "individualizing" is used within the present invention instead of "personalization" which often refers to fixed messages being sent to subgroups of recipients, such as the elderly as a subgroup within a list of sports enthusiasts. The multimedia messaging system and method of the present invention, may hereafter be referred to for the sake of simplicity as "system". The system marries the specificity of customer database information - such as name, hometown, or purchase history - with the power of streaming rich media to deliver a relevant and engaging message uniquely targeted to each specific recipient. The multimedia content directed to the recipient may include various forms of streaming rich media, including: animation, voice narration, graphics, pictures, video, music, sound effects, and ecommerce/interactive mechanisms. The use of individualized multimedia content increases recipient involvement beyond that achieved using "canned" (fixed) multimedia content.

The system integrates recipient-specific customer database information into streaming and non-streaming audio and video creative content. It will be appreciated that although streaming media is preferred, the system can be utilized with non-streaming media. The customer specific information used to drive the customization may be extracted from client databases, or alternately from third party databases. One aspect of the invention involves the deployment of individualized multimedia content as messages within an advertising campaign that targets and delivers an individualized email message to each recipient. For example, an individualized email may be created that utilizes individualized text and audio; text, audio, and graphics; or text, audio, graphics, and ecommerce/interactive mechanisms. In addition, the content may be deployed to various network-centric media such as wireless WAP enabled devices, interactive TV, and even to printed media. The aforementioned examples being but a few of the numerous combinations which may be realized for digital content distribution over a network. The terms "campaign", or "advertising campaign" in reference to the system is often used herein for making reference to the action of sending individualized messages, however, the term can refer to the use of the system for sending any form of individualized messages to a single person, or any sized list of individuals. Examples of system use for individuals or small lists include applications such as newsletters, customer service responses, order confirmations, invoices, and so forth.

In creating individualized audio, graphic, or animation content; the system combines media elements to create each of the individualized versions of a message. Typically, the message being delivered comprises both fixed content and individualized

content, however, the message may be wholly comprised of individualized content. During the campaign, the fixed content "message" to be delivered is customized with data about each of the intended recipients, thus creating individualized multimedia content which is delivered to each specific recipient. While the ad campaign runs, the message sponsors are preferably afforded the ability to measure results in real time. The multimedia messaging system may be utilized to provide solutions for deploying various individualized content, including: dynamic newsletters, printed material, direct sales catalogs, customer service responses, direct sales commercials, and various additional forms of promotional media.

The system may be deployed in various configurations depending on the business model which is adopted. In a preferred "client access" model, the company operating the multimedia messaging system, hereinafter referred to as "the company", provides the "client" with access to the system for the development of a multimedia campaign. An example of the client access model is shown in FIG. 1. It will be appreciated that the client within the "client access" model may be provided with ancillary applications, such as a custom browser, to facilitate access and/or provide additional features and functions.

In another preferred deployment of the multimedia messaging system, the client is provided with software, or software bundled with specific hardware elements, that may be installed at their own site from which to develop and deploy campaigns. This "client deployed" model is illustrated in FIG. 2 and it allows the client/advertiser to



develop and deploy campaigns using their own equipment, or that of third parties if desired.

The preferred method of deploying the individualized messages utilizes a standard email template containing a rich media message and a Macromedia flash file which is unique for that particular recipient. The unique message begins streaming and playing automatically when the message is highlighted in the recipient's email inbox. Alternatively, other methods may be utilized for deploying the individualized messages. The system adapts the message format to the delivery mechanisms which are available to the recipient through their email service provider or server. Some email service providers do not support HTML, for recipients with this service, the message includes a static graphic and a clickable link. When the recipient clicks on the link, a browser opens and the message unique to that recipient plays. A third type of email service provider allows neither HTML or attached executables. For recipients with this service, a simple text message and a clickable link are provided. Regardless of the deployment method, an individualized message is created for each recipient which may be sent by either the client, the company, or a third party.

The aforementioned email message distribution described the use of implicit executables and/or links which were generated for each individualized message and then embedded in the email message, however, the system also provides for generating the individualized messages directly, instead of links to individualized messages. It will be appreciated that embedded links could not be used when the system is generating printed material, and may be undesirable when distributing content

to any non-interactive environment including MPEG files, and certain wireless media networks. By way of example FIG. 3 shows the generation of individualized messages within printed material, wherein individualized content, graphics in this case, are printed onto paper stock or other materials.

5           The recipient data for individualizing, and optionally for directing message delivery in the case of emails, is preferably extracted from one or more client databases by any of numerous methods, including ODBC and XML. Alternatively, the recipient information may be manually received from the client, remotely accessed, or derived/inferred from known elements. For example, the client may send data over the internet, as a tape, a set of disks, or as a CD-ROM. The system preferably accepts a variety of file formats including the common: \*.txt, \*.csv, spreadsheets formats, and any relational or non-relational database format. The recipient data is then used to individualize the media elements, which may include audio, animations, and/or video for each recipient. During an individualized campaign, each recipient on the campaign list receives, preferably in a dynamic display format, one or more messages containing the multimedia message or a link to the multimedia message. One typical form of messaging campaign involves the sending of emails to a list of recipients. The email messages are preferably configured as HTML messages, or a similar markup language, into which are attached the multimedia elements comprising the individualized

20   messages. To support recipients unable to directly receive multimedia elements within their emails, a unique URL can be embedded within the email message to open a browser for displaying the individualized multimedia message. The unique URL is

preferably activated immediately upon selecting the message, and alternatively upon opening or upon user selection of the graphic, or text, associated with the URL link. Upon link activation, a server is connected to the recipient through their browser to deliver the individualized audio-video stream to the recipient.

5           The preferable display format within the exemplified embodiment utilizes Macromedia's Flash™ file format (\*.swf), as it provides both dynamic capability and data queries. Macromedia Flash™ is one of a number of commercially available rich media open-source formats. The associated display routines for the display format receive the output from active server pages and an XML (or similar) application which permits interactivity with the server side components, such as content and information databases. The integration of the active server pages and the XML applications within the \*.swf format permit the real-time creation of variable content which is selected in real time in response to dynamic criteria, either in the form of feedback from the recipient, or a priori, based on database content and/or server-side rules.

10           The system is preferably deployed so that clients can easily manage their multimedia campaigns, maintain the content databases, and receive real-time reports on the status of a campaign. The multimedia elements which are to be assembled for the individualized messages may be created by the client, or by a third party. The list of recipients to which the messages are to be directed is contained within a recipient  
15           database that may be supplied by the client, or a third party. The recipient database provides delivery information about the client, such as email address, along with various information about the recipient which may be utilized in the process of individualizing a  
20



on predetermined triggers, such as database flags. In order to reduce the storage requirements, the individualized elements may be stored individually for reference to a unique URL embedded within the email which may also reference a common fixed message portion, wherein the individualized elements are combined with the fixed message portion when the unique link is activated.

It will be appreciated that the method may be utilized with individualization performed at any desired level of complexity so as to engage the attention of the recipient to which the message is directed. The system and method can provide a number of product solutions which are outlined by way of example in the table shown in FIG. 5. Following are a few additional examples of hypothetical advertising campaigns to further illustrate the capability of message individualization within the system:

Displaying a graphic of a recipient's recently purchased vehicle with the correct color and style, while tying in their name and purchasing inclinations into the accompanying audio message which includes graphics and descriptions of the available accessories that may be purchased.

Sending an automotive maintenance reminder which includes a photo of the recipient's vehicle and recent service history where it has been determined that service is due, based on elapsed time and the previous odometer reading. Included can be a customized reservation response allowing the selection of available service dates.

Displaying graphics of suggested video titles that a customer may wish to rent based upon their video rental history.

Displaying an individualized jukebox animation that allows the playing of music track excerpts from newly released albums which have been selected according to the recipient's purchase history and stated preferences.

5       Displaying a set of graphical service instructions tailored to the particular customer and service request as received by a customer service department.

Displaying an animation of a character within the recipients age/demographic profile engaged in an action associated with their favorite sport, such as teeing off a golf ball, and accompanied with related sports product information.

The above usage illustrations are provided by way of example, and not of limitation, as the method and system of the present invention is capable of being applied to a wide variety of current and future individualized messaging applications.

An object of the invention is to automate the creation and delivery of individualized multimedia content to recipients.

Another object of the invention is to provide an individualized message delivery system capable of delivering common rich media types.

Another object of the invention is to provide an individualized message delivery system capable of being deployed over a variety of digital networks.

20       Another object of the invention is to provide a system which is capable of delivering individualized content without requiring that the recipient have a particular plug-in installed within their system.

Another object of the invention is to support “on-the-fly” content changes to the underlying databases.

Another object of the invention is to provide for synchronization of the multimedia elements within an individualized message.

5 Another object of the invention is to provide for efficient content management of the elements necessary for creating individualized messages.

Another object of the invention is to provide for data integration between the multimedia messaging system and a client system which contains the data for driving a particular campaign.

Another object of the invention is to provide deployment flexibility, wherein aspects of the multimedia messaging system may be utilized in combination with various other systems and routines to extend performance or application utilization.

Another object of the invention is to provide architectural scalability wherein individualized messaging may be utilized within businesses of various size.

Another embodiment of the invention is to provide for the delivery of individualized multimedia forms, correspondence, notifications, announcements, newsletters, and other forms of multimedia messages directed to small lists and individuals.

20 Another object of the invention is to provide delivery of individualized multimedia message content via email and other interactive media.

Another object of the invention is to provide delivery of individualized multimedia email messages that are played automatically upon message selection.

Another object of the invention is to provide delivery of individualized multimedia messages via print media and other non-interactive media.

Another object of the invention is to provide a mechanism for deploying word-of-mouth advertising with recipient supplied information.

5 Another object of the invention is to provide email messages which are user interactive so that the user can get additional recipient specific information and may place an order.

Another object of the invention is to provide an advertising mechanism in which the offer, discount, coupon, or rebate being presented may be adjusted "on-the-fly".

10 Another object of the invention is to deliver the individualized content in a form that has been determined to be compatible with the browser of the recipient.

Another object of the invention is to provide real-time reporting of activity, such as click-through, and system state.

15 Another object of the invention is to provide a revenue collection model wherein the client may be incrementally charged only for the emails which have been opened by the recipients.

20 Another object of the invention is to provide a system for developing and deploying individualized multimedia content that supports various system usage levels; such that clients requiring limited usage may gain easy remote access to the system while clients that require extensive usage may install system software on their own systems.



Another object of the invention is to provide a system for developing and deploying individualized multimedia content in which a library of routines is available as part of the system to speed campaign development.

Further objects and advantages of the invention will be brought out in the following portions of the specification, wherein the detailed description is for the purpose of fully disclosing preferred embodiments of the invention without placing limitations thereon.

#### BRIEF DESCRIPTION OF THE DRAWINGS

The invention will be more fully understood by reference to the following drawings which are for illustrative purposes only:

FIG. 1 is a block diagram of the individualized multimedia message creation and delivery system according to the present invention shown deployed for client access.

FIG. 2 is a block diagram of the individualized multimedia message creation and delivery system according to the present invention shown deployed within a client computer system.

FIG. 3 is a block diagram of the individualized multimedia message creation and delivery system according to the present invention shown deployed for printing individualized graphics material.

FIG. 4 is a detailed block diagram of the multimedia messaging system according to the present invention shown deployed for client access and the generation of individualized emails.

FIG. 5 is a table illustrating multimedia messaging solutions according to the present invention for various select advertising purposes.

FIG. 6 is a flowchart of the general message individualization method according to the present invention.

5 FIG. 7 is a flowchart of email message individualization according to an aspect of the present invention.

FIG. 8 is a flowchart of high-level program flow for the creation of individualized multimedia content according to an aspect of the present invention which shows individualization of multimedia segments based on recipient data.

FIG. 9 is a schematic of individualized message development and delivery to recipients according to an embodiment of the present invention.

FIG. 10 is a representative screen for providing client control of media uploading according to an aspect of the present invention.

FIG. 11 is a representative screen for displaying and labeling of a specific media element for use within the system according to an aspect of the present invention.

FIG. 12 is a diagram exemplifying campaign file structures within the system according to an aspect of the present invention.

FIG. 13 is a database schema for the content management subsystem according to an aspect of the present invention which exemplifies relationships between client and project data entries.

FIG. 14 is a flowchart of the individualized message delivery process utilized according to an aspect of the present invention.

FIG. 15 is a block diagram of a dedicated server configured as an email engine containing a COM object according to an aspect of the present invention which is shown delivering email messages to dedicated outgoing mail servers.

## 5 DETAILED DESCRIPTION OF THE INVENTION

Referring more specifically to the drawings, for illustrative purposes the present invention is embodied in the apparatus generally shown in FIG. 1 through FIG. 15. It will be appreciated that the apparatus may vary as to configuration and as to details of the parts, and that the method may vary as to the specific steps and sequence, without departing from the basic concepts as disclosed herein.

### 1. Overview of the Architecture

An embodiment of the multimedia messaging system 10 is shown in FIG. 1 for indirect client access, herein shown as network access. The embodiment of FIG. 1 is characteristic of system deployment over the internet by an application service provider (ASP). Deployment by means of an ASP is preferable for supporting clients that require only small to intermediate levels of system utilization. A repository of recipient information 12, and media content 14, are contained on electronic storage media, such as disk drives, for retaining information required by the system 10. These repositories may be contained on the same or different storage media. Additionally, it should be appreciated that recipient and content data may be obtained from a third party, or data access provided by a third party. It is, however, preferable that the data be configured

to provide rapid system access so that individualized multimedia messages may be assembled without undue time delays.

The multimedia messaging system 10 is shown connected to a network 16 that connects a client 18 and a recipient 20 which is provided access to the message by any network enabled device, herein exemplified as a computer 22 (or other internet enabled device), a television 24 (interactive TV, cable network, etc.), or a wireless device 26 (cellular phone, modem equipped PDA, and so forth). For the sake of clarity, a single client 18 and single recipient 20 are shown in FIG. 1, however, it will be recognized that numerous clients may be simultaneously supported in addition to millions of individual recipients. It can be seen from FIG. 1, that the client 18 may interact over the network via the system 10 with both the recipient data 12 and the multimedia content 14.

The multimedia system of the present invention performs numerous functions in providing for the development and deployment of individualized multimedia messages to a list of recipients. These functions are preferably divided up and encapsulated into a series of subsystems. The multimedia messaging system 10 of the present invention is shown having four subsystems, a content management subsystem 28, a multimedia engine 30, a delivery subsystem 32, and a reporting and tracking subsystem 34. It will be appreciated that the division of the functions and the specific subsystems thereby created are subject to infinite variation, with the described embodiment being provided by way of example and not of limitation.

The content management subsystem 28 provides for management and administration of data within the system. The client's rich media and recipient



## User configuration features

## Project management features

The delivery subsystem 32 of the multimedia system 10 provides a digital delivery interface through a network so that an individualized message may be delivered to a recipient. It will be appreciated that numerous device types exist which are capable of receiving digital messages containing various forms of multimedia at differing levels of complexity in various formats over some form of network. It will be recognized that the individualized content being delivered may comprise any form of digital media, which includes but is not limited to multimedia emails, emails with URL links to individualized content, individualized printing, file downloads of individualized content for playing (such as prior, current and future versions of MPEG4 and MP3), and other forms of digital multimedia content.

To understand the difference between the multimedia engine 30 and the digital delivery subsystem 32, it should be appreciated that the multimedia engine 30 preferably determines the type and complexity of the media to be output for a recipient, while the digital delivery subsystem 32 executes the specific formatting and interfacing required to output the message over the medium to the recipient. The multimedia system 10 is capable of delivering individualized content over any digital network or content delivery medium once a driver appropriate to that medium is created for the digital delivery subsystem 32. By way of example and not of limitation, the digital delivery subsystem 32 provides individualized messages to recipients by way of the following.

Email networks

Intranets

WWW networks

WAP networks

Telephony networks

Wireless networks

Satellite networks

Interactive TV

Interactive radio

Interactive voice system

Off-line printing/transfer

The reporting and tracking subsystem 34 provides the application service provider (ASP), system developer, integrator, system administrator, and clients with varying degrees of reporting and tracking capability according to their needs and the dictates of security. The client, for example, is provided with the capability of monitoring their ad campaign while it is in progress. In particular, the embodied system provides for monitoring a campaign in real-time and includes tracking of click-through, conversion, and additional salient campaign metrics. The reporting and tracking subsystem also measures and reports on client activities to provide information necessary for administering the system. An example of administration level reporting is the tracking of resources being utilized by clients which have a currently running campaign.

to the client

The campaigns which deploy the individualized multimedia content over the network are developed by the aforementioned clients which access the system over the network. It should be appreciated that the system may be accessed by clients in assorted ways without departing from the present invention, and the client deployed model of FIG. 2 illustrates one such access method. The multimedia messaging system software 10 may be licensed out, sold, or otherwise provided to the client. The client is thereby conferred an ability to develop and deploy individualized multimedia campaigns from their own computer systems 18, as shown in FIG. 2. Deployment of the multimedia messaging system, by the client as reflected in FIG. 2, is generally preferable for clients that anticipate operating large, or ongoing campaigns, and/or that have security or integration issues for which they desire a tailored solution. It should be appreciated that numerous other system deployment methods and variations exist for providing the multimedia messaging capability according to the present invention to one or more clients. Furthermore, it will be appreciated that various hardware, such as accelerator boards, graphic engines and so forth, may be bundled with the system software so as to speed-up or simplify the development and deployment process.

The multimedia system of the present invention is capable of providing digital outputs to a variety of formats, as has been described. Although the majority of the formats described are related to devices capable of displaying or playing multimedia content, this is not a limitation on the practice of the invention. The digital output of the invention may be provided to "non-traditional" multimedia devices, such as WAP enabled devices, MPEG4 files, and output devices such as printers. FIG. 3 embodies





the response rate.

FIG. 4 is a detailed block diagram of an embodiment of the multimedia system which is configured in a "client access" model, similar to that shown in FIG. 1. The multimedia messaging system may be deployed as active server pages, for example by a client, and adapted for the output of individualized email messages containing multimedia content, or multimedia content accessed via embedded unique URL links. It should be appreciated that the depicted configuration is provided by way of example and may be variously implemented by one of ordinary skill in the art without departing from the inventive teachings herein. Furthermore, the bulleted items listed within a number of the blocks are provided by way of example to clarify the diagram and not by way of limitation.

At the client side 18, a recipient data repository 12 contains information about prospective recipients for the individualized messages which are to be created. By way of example, this recipient information may be accessed via an XML interface 40 which accommodates varying types of client data and database output. The client side 18 is provided access to the multimedia messaging system of the present invention via a client interface 42. Preferably, the client interface 42 allows the client to access the multimedia messaging system over any digital network, intranet or extranet, with the typical example of an extranet being the world wide web, or "internet". The client interface 42 is contained within the content management subsystem 28 of the multimedia messaging system. The content management subsystem 28 provides the tools necessary for creating and administering individualized messaging campaigns. A



content is extracted from the content repository 14, by the multimedia engine based on the unique link, and is thereafter converted 46, and logged 44. Media content is preferably converted to a format compatible with the Macromedia Flash™ file format (\*.swf), although any of various alternative formats may be utilized. Within the multimedia engine 30 the message is assembled in the context of the design templates 56 and converted for a particular delivery means 58. The individualized message is subsequently delivered by the delivery subsystem 32 in a format to suit the particular recipient. Delivery and interactivity statistics are logged in a reporting subsystem 34 and the results may be made available.

Table 1 provides a matrix of system elements according to the preceding embodiment which exemplifies the association of system elements with preferable input and output mechanisms and embodiments of hardware and/or software that may be needed.

### 1.1 Solution Matrix

The multimedia message delivery system and method of the present invention provides numerous individualized message deployment solutions. FIG. 5 shows a matrix exemplifying features and characteristics of solutions according to specific embodiments of the invention. It can be seen from the matrix of FIG. 5 that the system may be utilized for providing a number of individualized multimedia solutions for deploying promotional commercials, direct sales campaigns, catalog sales campaigns, and newsletter style advertising. It will be appreciated that the implementation details

contained within the solution matrix is provided by way of example and not of limitation.

The following hypothetical business cases are provided, by way of example, as in-depth illustrations of how clients may employ the system to provide sales and marketing solutions.

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#### Business Case #1

Client: Upscale Clothing Retailer

List Size: 400,000 names

Objective: Promote fall line, drive online purchases

Email Delivery: Utilizes a third party vendor for list management and delivery

Tracking/Reporting: Online marketing group wants real-time statistics and full statistics at conclusion of campaign to compare with direct sales catalog/promotional campaign

Solution: (Flash email embedded). Recipients receive message with individualized audio and specific items being showcased. The items selected for showcase are based on past purchasing habits of the recipients. URLs are passed to a third party vendor based on list of first names and unique identifiers. Client marketing staff are provided access to real time statistics via the online interface accessed through the company site.

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## Business Case #2

Client: Major Media/Entertainment Company

List Size: 1,000,000 names (purchased from a 3rd party)

Objective: Promote new daytime talk show, gather list for email newsletter

5 Email Delivery: Does not use outside vendor

Tracking/Reporting: Interested primarily in number of exposures created and email addresses gathered for newsletter

Solution: Promotional commercial (Flash email embedded) with viral option. Recipients receive message with individualized audio and video image. Parameters comprising recipient first name and state. URLs are passed to a third party vendor based on a list of first name, geography and set of unique identifiers. Playback includes a check box selective to joining the newsletter. The viral option encourages the largest distribution possible and the final report is generated at campaign conclusion.

## Business Case #3

Client: Major Toy Company

List Size: Not applicable

20 Objectives: Promote new toy line, increase stickiness of site, increase interaction with users, create viral effect among target demographic

Email Delivery: Not applicable

10		15	
Year	Value	Year	Value
1990	10.0	1990	15.0
1991	10.0	1991	15.0
1992	10.0	1992	15.0
1993	10.0	1993	15.0
1994	10.0	1994	15.0
1995	10.0	1995	15.0
1996	10.0	1996	15.0
1997	10.0	1997	15.0
1998	10.0	1998	15.0
1999	10.0	1999	15.0
2000	10.0	2000	15.0
2001	10.0	2001	15.0
2002	10.0	2002	15.0
2003	10.0	2003	15.0
2004	10.0	2004	15.0
2005	10.0	2005	15.0
2006	10.0	2006	15.0
2007	10.0	2007	15.0
2008	10.0	2008	15.0
2009	10.0	2009	15.0
2010	10.0	2010	15.0
2011	10.0	2011	15.0
2012	10.0	2012	15.0
2013	10.0	2013	15.0
2014	10.0	2014	15.0
2015	10.0	2015	15.0
2016	10.0	2016	15.0
2017	10.0	2017	15.0
2018	10.0	2018	15.0
2019	10.0	2019	15.0
2020	10.0	2020	15.0
2021	10.0	2021	15.0
2022	10.0	2022	15.0
2023	10.0	2023	15.0
2024	10.0	2024	15.0
2025	10.0	2025	15.0
2026	10.0	2026	15.0
2027	10.0	2027	15.0
2028	10.0	2028	15.0
2029	10.0	2029	15.0
2030	10.0	2030	15.0
2031	10.0	2031	15.0
2032	10.0	2032	15.0
2033	10.0	2033	15.0
2034	10.0	2034	15.0
2035	10.0	2035	15.0
2036	10.0	2036	15.0
2037	10.0	2037	15.0
2038	10.0	2038	15.0
2039	10.0	2039	15.0
2040	10.0	2040	15.0
2041	10.0	2041	15.0
2042	10.0	2042	15.0
2043	10.0	2043	15.0
2044	10.0	2044	15.0
2045	10.0	2045	15.0
2046	10.0	2046	15.0
2047	10.0	2047	15.0
2048	10.0	2048	15.0
2049	10.0	2049	15.0
2050	10.0	2050	15.0
2051	10.0	2051	15.0
2052	10.0	2052	15.0
2053	10.0	2053	15.0
2054	10.0	2054	15.0
2055	10.0	2055	15.0
2056	10.0	2056	15.0
2057	10.0	2057	15.0
2058	10.0	2058	15.0
2059	10.0	2059	15.0
2060	10.0	2060	15.0
2061	10.0	2061	15.0
2062	10.0	2062	15.0
2063	10.0	2063	15.0
2064	10.0	2064	15.0
2065	10.0	2065	15.0
2066	10.0	2066	15.0
2067	10.0	2067	15.0
2068	10.0	2068	15.0
2069	10.0	2069	15.0
2070	10.0	2070	15.0
2071	10.0	2071	15.0
2072	10.0	2072	15.0
2073	10.0	2073	15.0
2074	10.0	2074	15.0
2075	10.0		

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actual secure, real time transactional capability, without the need for a browser window being launched. URLs are passed to a third party vendor based on list of first names and unique identifiers. Client marketing staff are provided access to real time statistics via the online interface accessed through the company site.

#### Business Case #5

Client: Major Online Ticket Vendor

List Size: Varies – from 500 to 100,000 per campaign

Objective: Promote various sporting and entertainment events

Email Delivery: Handled by system

Tracking/Reporting: Interested primarily in number of click-throughs for each campaign and comparative statistics across lists.

Solution: Self service solution - client specific portal is developed which allows clients to select from various message templates, assign creative variables to customer data points, upload and cleanse customer data, and launch email campaigns themselves. Message templates and creative assets for variables are placed into the system and tested prior to being available for client use. Recipients receive message with individualized audio and graphics.

Parameters vary based on specific template. Real time tracking



measures creative effectiveness and demand for specific events on an ongoing basis.

## 1.2 System Use

Individualized message delivery may be provided through numerous networks and devices, as outlined above, to a recipient. For the sake of clarity, the ensuing descriptions will focus on message delivery over an email network. It will be appreciated that the processes and techniques described may be utilized directly, or adapted through obvious adaptations, to provide individualized message delivery through a wide array of network and other interfaces, to a recipient.

Once a multimedia campaign has been developed on the system the emails may be sent out through the email delivery subsystem, or alternatively by a client or third party delivery mechanism, to the recipients. When a recipient opens, or highlights the message in the in-box, the email message sent by the plays. Alternatively, for those recipients whose email service provider does not support HTML, or executables, a unique link is provided in the message that plays the individualized multimedia content through a browser.

## 1.3 Process Flow

FIG. 6 illustrates the creation of an individualized message on the multimedia messaging system. In block 60 content in accord with information about a particular recipient is retrieved. The content may be retrieved in response to a unique URL link, or recipient data. The recipient information is then used to individualize the multimedia

message for the particular recipient as shown in block 62. An individualized message is then delivered to the recipient as shown in block 64.

FIG. 7 shows a process wherein the client will be sending out the emails, and is provided with a unique URL link to be used for each recipient. In block 70, the recipient information is retrieved, and the message is individualized in block 72. The client is then provided with a unique URL link associated with a particular recipient address, in block 74. The URL uniquely addresses the individualized message intended for this particular recipient. The client then deploys the email containing the linked URL in block 76.

FIG. 8 exemplifies a process for individualizing a message containing a number of fields within the content management subsystem. Data for a new recipient is pointed to in block 80, and a message creation script, or loop, is started in block 82 for a new message 84. The recipient information is retrieved in block 86. A query is created, block 88, based on one or more elements of the recipient data. Block 90 shows a query executed to retrieve a media segment which is assembled into the individualized multimedia message, or that is alternately stored separately from the fixed portion of the message to reduce storage size. The message creation script, or loop, is then incremented to the next element, block 92, and unless all individualization has been performed, the process loops back, as shown in block 94 to gather a subsequent individualization element for the message. It will be appreciated that fields of information about the recipient may be used in combination for providing selective multimedia assembly.

As an example of individualized message delivery, consider the following scenario. A first recipient, named "Bob" is a hardworking middle-income family man, he receives an offer in which the voice-over greets him by name: "Bob, how would you like to get away to..." It then offers him a vacation package to a place like Florida, which is known to be suitable for children and probably within "Bob's" price range. A second recipient "George" is a high-income individual without children, he is greeted by name and receives the same basic message, however, the destination spot is Paris. The message in this case is not only personalized, but it has been individualized with content specific to the prospective desires of each recipient.

The basic elements of the email deployment process are depicted in FIG. 9 which shows a client 18 having access to the content management subsystem 28 of the present invention to develop an individualized multimedia campaign including client data 12 and media data 14. Although sending an HTML or similar multimedia capable email is preferred, the figure depicts the more complex process of creating and sending an email having an embedded unique URL. After developing the campaign, the client 18 is provided with the unique URL links associated with the recipient name list. The client then deploys emails to the recipients within a list by interacting via XML processor 100. The email is sent across the internet by an email server 102 and delivered to the recipients 104 for retrieval. Upon access by a recipient, the implicit link within the email opens a session with active server pages on server 106. The active server pages frame the message and determine, by a sniffer, what the multimedia capability of the recipient is. The individualization data accessed by means of the unique URL link is assembled

from the media database 14, and played in an individualized multimedia message in a rich media delivery format to the recipient 104. Statistics and information collected when recipients access the link is utilized within the reporting subsystem 34 which provides campaign information for client billing, sponsor analysis, and campaign tracking.

## 2. Content Management Subsystem

The multimedia messaging system contains a content management subsystem that is responsible for performing the processes relating to access, organizing, and distributing data. Data can be text, audio, graphics, animation or video. The content manager subsystem provides a data interface that is accessible to the client on one side and which fuels the multimedia engine with data on the other. The primary elements of the content management subsystem are a client interface and a set of associated routines for managing the system and the constituent elements of a messaging campaign. In one preferred embodiment of the invention, the client interface is provided by a custom browser application, although numerous alternative implementations are available.

The content management subsystem should preferably accommodate all database formats, including relational databases, ODBC-compliant databases, XML applications, and any database that is capable of exporting in \*.txt, \*.csv format. An XML transport layer, which is preferably utilized within the system, largely determines the interface between the multimedia messaging system and the client database while

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allowing the client to access the system as web pages. Use of XML provides for data exchange using standard http protocols, as utilized within World Wide Web HTML pages, over which data can securely pass between the system and the client. In addition, XML permits real-time access to client operational data that is necessary when providing “on-the-fly” campaign customization and individualization an example of which is the individualization of the message according to client input.

The content management subsystem should provide the client with an easy to use, yet powerful, tool that will enable them to upload, search, and manage their rich media content on the file server of the multimedia engine. The content manager also creates the database and directory structures required by the multimedia engine to efficiently retrieve and process the rich media files used in an email campaign. In addition, the content management subsystem provides an ability to archive email campaigns for later retrieval. Archiving a “campaign” requires that all of the files, relationships, and structures utilized within the campaign be saved and that mechanisms be provided to recreate a fully operational campaign instance from the archived data. Furthermore, the content management system preferably provides:

- Batch uploading of files

- File security and access control

- Comprehensive search engine

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- Version Control system for file check in/out by clients

The content being managed may include a variety of data including text, audio, sound effects, graphics, animation, video or ecommerce/transaction. The goal of the

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content management subsystem is to automate, wherever practical, all content operations. The content management subsystem should at least accommodate ODBC-compliant databases, as well as \*.csv, and \*.txt exports from databases, as these are perhaps the most common formats currently being used. In addition XML is a relatively new standard that should be preferably provided in any minimum set of interfaces. It will be appreciated that the content management subsystem can be implemented to interface with any current or future database standard.

2.1 Client Side Features

A primary capability of the content management subsystem is that of uploading groups of files using a simple Graphical User Interface (GUI). This feature provides the client with the option of either uploading a single file or a group of files to a specified directory. Once uploaded to the server, the files are categorized in the SQL database and relevant information about the file is logged. This process is preferably implemented as an event driven COM object called when new files are added to the client's directory. The information captured should include: upload date, keywords, original category/directory, and date created. To simplify the development of media assets the GUI interface preferably provides integrated viewing and playback functions, as either text titles or thumbnail views, for the media elements, so that the developer may concentrate on the message being developed.

Referring now to FIG 12 is an upload screen, shown by way of example, that may be utilized within an embodiment of the multimedia messaging system. After



keyword field 134 and description field 136. Furthermore, the system allows the user to enter or modify the file information to facilitate managing the campaign. If the correct file for uploading has been located, then the *Submit* button 138 is pressed, otherwise the process of file selection may continue. Implicit within the workings of the Content Management System is a file storage and access structure automatically created for each new client/campaign. This structure linked to the Content Management automatically directs uploaded files to the appropriate subdirectories for access by the campaign.

The file interface provides for manipulation of files by name, or by their representative thumbnails. The files may be organized into various client accessible directories which preferably are organized to keep work directories separated from the finalized campaign files. It will be appreciated that since active campaigns may be altered “on-the-fly” according to the campaign, it may be a dangerous practice to develop new campaigns alongside of an active campaign, since any inadvertant file changes to files used by the active campaign would be reflected immediately within the active campaign. The interface provides a convenient mechanism for manipulating the files and the drag and drop file handling method is a user-friendly method of transferring files between sections of the directory. To speed access to the correct media assets during development, each of the media assets may be viewed/played by the developer. Furthermore, each asset may be described and associated with a set of keywords which facilitate searching for, or the collecting of, assets at a later time. FIG. 11 shows a screen which provides a full view 130 of graphical assets by filename 132 which the



client may “label” through the description field 134 and keyword field 136. Once the asset is labeled, the “*Submit*” button 138 is pressed to finish the update.

## 2.2 Client Interface Options

5 A wide choice of mechanisms exist for supporting the client interface for any particular model of system deployment. For example, with a client access deployment for large ad campaigns, the preferred interface is a custom browser that provides access to, and data transfers with the multimedia messaging system. The custom browser may be developed and configured to provide the functions and integration features desired by an organization deploying the messaging system. Data security is a major concern for large corporations as client lists are often critical corporate assets which are capable of sustaining a competitive advantage. All activities within the system are password protected. In addition a custom browser should provide a “Version 1” secure environment for corporate clients accessing their data on the system. The custom browser can additionally provide a significant speed advantage over standard browsers while streamlining the use of application specific functionality. It will be appreciated that a standard browser may be utilized for low security tasks, such as certain reports, even for a large corporate client. For systems deployed within a client deployed model, a custom or standard browser may be used on the corporate intranet, 20 or a custom interface application may be utilized. The use of a standard browser is preferred when deploying the system for demonstration purposes, or small, security insensitive deployments of individualized multimedia messages. In any case, password

protection, and the employment of standard firewalls provides sufficient security protection.

### 2.2.1 Custom Browser Functionality

5 The custom browser utilized as a client interface preferably provides the following system functions, which are provided by way of example and not of limitation.

*Registration and security:* Access to the custom Browser should be limited to clients have pre-existing accounts on the system. Clients should be assigned a unique user name and password. During the installation, a registry entry is created on the system and the security information along with machine ID is logged into the system database. The logging of the machine ID allows tracking of the particular machines upon which the custom Browser has been installed, wherein installation can be limited to one installation per unique ID.

*Browser core:* Preferably a branded Internet Explorer™ (IE) Browser is adapted with a subset of the IE functionality as the custom browser. Clients, using the custom browser, may upload and download both data and other digital asset files; preview, view, or play media files; manage content, and be provided with a portal to the multimedia messaging system interface.

*Interface to multimedia messaging services:* The custom browser can provide 20 the client portal to the client center of the multimedia messaging system. Using the custom browser as the portal assures added control over the parties and locations from which client center access may occur. The custom browser preferably limits client

access to the client center of the multimedia messaging system and does not provide clients the ability to “surf the net”.

*Secure data transfer (single file and batch):* The custom browser preferably utilizes an SSH protocol (Secure SHell) to insure the security of database transfers in both single and batch upload modes.

*Digital asset upload (single file and batch):* The custom browser also preferably utilizes the SSH protocol to insure secure asset uploads and downloads in both single and batch modes.

*Digital asset management:* The custom browser should allow clients to upload, download, and manage all campaign related digital assets.

*Asset preview, play, or view:* The custom browser preferably allows clients to preview, view, or play assets that exist or are to be uploaded into the content management subsystem.

*User tracking and activity reporting (log files):* All activities that occur during a user session are logged to an activity file. The activities being logged include, but are not limited to, uploading, downloading, moving, and deleting of asset and data files; logging in and out of the system; searches; and previewing, viewing, or playing asset files. Upon session termination, the log file is preferably parsed into an SQL database and made available to the system administrator and respective clients in the form of tracking reports.

*"Blind" file and directory backup and retrieval:* Regular tape backups of the content management subsystem directories allow clients to request full directory or file

backups for any specified date. If a client uploads a file to the content management system that already exists, the system first moves and renames the original file before uploading the new file; therefore, none of the files are overwritten. The file moving and renaming activity is captured in the log file to simplify retrieval of the original file.

5        *File overwrite prompt:* The system prompts the client prior to the replacement of an existing file, even though the original file is not overwritten.

10        *Search engine using the Thesaurus application:* The Thesaurus application is third party software that provides two unique search capabilities to the content management subsystem. During file uploads, the client can associate key words with the file being uploaded. The Thesaurus application utilizes those key words for searching and is preferably capable of expanding the key word list. The client may enter a search word to the Thesaurus application which returns a list of key words entered by the client. The key words may then be used for searching the database to return all assets relating to the entered key words.

15        *Integration to backend databases and applications:* The database model for the content management subsystem must be integrated into the data model of the multimedia messaging system so that the custom browser will integrate seamlessly.

20        *Auto update of custom browser:* Upon logging into the client center, the custom browser preferably performs an automatic check of the browser version. The system is capable of automatically updating older versions of the custom browser to the latest version.

*Smart install:* The custom browser application can be distributed on business card CD-ROMs that provide browser installation and initialization followed by internet access to complete the installation process.

*Version control:* Standard software application version control is preferably provided to support the automatic updating of the custom browser, and the smart installation mechanisms.

### 2.3 File Organization

The content management subsystem provides clients with the ability to organize their content after it has been uploaded to the server. The directory may be populated either manually or automatically, and the resultant file structure and directory locations are reported to the client. A hierarchical file structure is preferred which provides unique campaign/client specific subdirectories that are password protected. Upon logging onto the system, the client will be routed to their project folders. An interface is provided which allows the client to name and upload a set of assets to initiate data integration and updates. A standardized directory structure is automatically created at the inception of a new campaign project for that particular client. The content management subsystem provides client access to the project files which allows clients to upload, combine, or integrate the files and separate the lists contained therein. The client uploads files to the upload directories with the most recent uploads being associated with the active campaign project. In the default setting for the system, new files do not

overwrite previous versions. This precaution allows the tracking of updates while it maintains the availability of old file versions.

An example of the file structure for one hypothetical client, AJAX, is shown in FIG. 12. The file structure used for this embodiment is shown as having files organized by project and media. The project files allow for uploading of content, work areas, and directories for storing final campaigns. It will be appreciated from FIG. 12 that the system can support an arbitrarily large group of clients which each may be developing multiple projects. After a campaign has been completed, all the files associated with the campaign are archived.

The client may create categories for their content and organize the uploaded files into these categories. Each category can be as detailed or as general as the client desires. Clients preferably have full control of the categories, which includes the ability to upload files into, delete files from, and move files between the different categories. For simplicity, the categories are preferably directly associated with the directory structure as follows:

Create New Folder = Create New Category

Create New Sub Folder = Create New Sub Category

Delete Folder = Delete Category

Delete Sub Folder = Delete Sub Category

Although clients may manage their own content, they are restricted from accessing files associated with the content of other clients, and preferably are not allowed to gather

information on other clients, or associated campaigns, which are being supported on the server.

## 2.4 Searching for Content

5           The content management subsystem preferably contains a content search engine to speed the development of client campaigns. The development of an individualized multimedia campaign requires that numerous content files be referenced by the developer. Although the client could find files by doing a linear search through each file, this would be extremely time consuming. Therefore, the system preferably supports content searching, wherein the content may be searched according to parameters, such as description, or keywords, which are stored for the element of content, or by parameters associated with the element of content, such as file type, size, and duration. To further simplify the content searches, a Thesaurus engine is preferably provided. The Thesaurus engine may be utilized when files are first uploaded, and when clients search the database from the content management subsystem. Upon unloading a file, the Thesaurus engine is sent the name of the file and returns all “keywords” that correspond to the file name. These “keywords” will be written to the database as will make up the keyword information of the file. These keywords may be edited by the client at any time. When the client searches the content  
20 management subsystem for content, the Thesaurus will once again be called, only this time it will create a list of “keywords” that will be used to search the database for

content, looking in the “keyword” field of the content table to make a match. Once the search is complete, all related files would be listed in the main window.

## 2.5 Server Side Features

5 The core of the email campaigns and the content management subsystem are the databases. The preferred database access method is structured query language (SQL), although it will be appreciated that alternative database access methods may be used. As clients organize their rich media with the content management subsystem, the SQL database is automatically updated. The multimedia engine can employ this database to create individualized messages in real-time as they are accessed. The database additionally allows the clients to alter their email campaigns. For example, they may elect to select a different image for use in the email, and would use the content management subsystem to replace the old image with a new one. These changes may be performed “on-the-fly” while a campaign is active.

A database schema of the client/project database according to this embodiment of the present invention is shown in FIG. 13. This database contains information necessary for administering client access and system utilization consistent with active server pages and is required to securely support multiple clients, multiple projects, and multiple users per client.



## 2.6 Client Database Integration

The multimedia messaging system utilizes information obtained from the client for constructing and executing a campaign. Preferably, the system directly integrates with the client database so that the necessary assets may be transferred. However, situations can arise in which the client database and the multimedia messaging system are incompatible and not capable of being directly interfaced with one another. In these situations a custom application may be utilized as an intermediary to perform the data handoff required by the client. The implementation of the intermediary application is expected to be unique for each client. The intermediary provides an interface which includes provisions for planned data integration, on-the-fly data capture, along with access and disposition.

## 2.7 Dynamic message capability

The multimedia system preferably provides dynamic message capability wherein an advertiser can change the message to recipients which have not yet opened the unique URL to the individualized message. In executing a typical email campaign, the emails are sent out containing a specific message, that once sent, may not be altered as the email itself is resident on the ISP of the recipient. However, within this embodiment of the invention, an email is provided with a unique URL that is directed to an application service provider from which the actual individualized message is generated. Therefore, the advertiser may change the content of the message after sending out the emails having the embedded links for providing individualization. The

dynamic capability allows advertisers to change a campaign which has already been sent out, based on the response from recipients who have already picked up their email. Consider a hypothetical example campaign wherein individualized emails are sent out for a “Brand X” MP3 player offered for sale at \$49.95 to a list of recipients. After 25% of the emails have been opened, with the individualized message played, the 50,000 MP3 players in stock have been sold out. The advertiser may switch the campaign information on the fly, such as new graphics, text, audio, and message so that subsequent emails are opened with an alternative offer of a “Brand Y” MP3 player including a free download for \$59.95. This capability eliminates wasted advertising, since the recipient receives an advertisement for a product that is in stock. The advertiser can also change the pricing on an item in accord with demand, such that if the item begins selling too fast, the price can be increased and if too slow, the price can be reduced. This form of dynamic campaign adjustment provides a means of implementing true market-based pricing. Furthermore, items showing a low click-through can be replaced with alternative offers. Preferably, the campaign is organized with preset alternatives, so that dynamic content changes take place automatically in response to predetermined limits set on various metrics of the campaign.

## 2.8 Interactive message capability

Another form of message customization that is preferably provided is an interactive message capability wherein the message can be changed on-the-fly in accord with user interaction. The user message incorporates the acquisition of

interactive responses from the recipient and utilizes the responses to generate appropriate messages. Interactivity creates what is often referred to in the advertising field as “stickiness”, which is measured by the time spent viewing or interacting with the associated page, pages, or site. Consider a hypothetical example of a new on-line sporting goods retailer that sends an individualized grand opening message to a list of recipients. Once opened, the message can play an audio, graphic, animation, or video that contains the name of the recipient and then prompts the recipient to select their sport of interest. If the recipient, for example, selects tennis, then a customized message is played which advertises a line of racquets and stringing services.

Interactive message capability can improve ad campaign response rates and resultant order rates. Sponsors are also provided with the ability to collect survey and/or other types of information from recipients in real-time. Recipients can lead themselves through a message that is organized as a “storytelling” session wherein client choices determine the direction of the continued story. Furthermore, the use of interactive message capability provides an improved mechanism for collecting data about the recipient which is returned to the recipient database of the sponsor. The data from the interactive session can be passed back to the client database via an XML interface.

### 3. Multimedia Engine

The multimedia engine is a collection of processes, applications and rules which, operating collectively, create the individualized messages. The multimedia engine, using an existing code library is capable of combining the email recipient information, as

provided by a client, with existing email message templates. The message templates accommodate the various rich media capabilities across all email service providers, including those email service providers that do not support HTML, or embedded executables, and where necessary the multimedia engine assembles a unique URL link to provide for click-back. The multimedia engine includes the ability to detect, by various means both traditional and non-traditional, multimedia capability (e.g. the type and status of resident plug-ins) of the recipient. Also contained within the functionality of the multimedia engine are a set of rules which guide interactivity, should the particular campaign solicit dynamic responses from the message recipient.

The data to be accessed by the multimedia engine has preferably been organized by the content management subsystem within a hierarchical file system to expedite retrieval of the database content by the multimedia engine when assembling an individual message for a recipient. The multimedia engine was developed to provide maximum coverage and functionality for all popular plug-ins.

### 3.1 Preferred Configuration of Multimedia Engine

The preferred configuration of the multimedia engine utilizes the Macromedia Flash file formats running on NT servers. It will be appreciated, however, that the system may be implemented for operation over Linux, or OS10, and may utilize Java, along with various video options.

### 3.2 Cases of Client Interaction with the Multimedia Engine

The following cases are provided by way of example and not of limitation of three preferable ways in which the client – multimedia engine interaction can proceed:

Case 1 – Client provides access to relevant portions of their entire database.

5 The multimedia engine accesses the requisite data, imports it into a pre-designed template and emails the message. The recipient then accesses the media file, such as an SWF file (in Macromedia's Flash file format (\*.swf) ) which is an open standard for multimedia content. Alternative forms of media formats may be utilized with the addition of the corresponding drivers.

Case 2 – Client does not provide access to data, but provides http transfer of XML. The client accesses the requisite data and using a multimedia engine provided protocol, inserts the data into the required template which is then transferred to multimedia engine for emailing. The recipient then accesses the SWF multimedia engine server for playback.

Case 3 – Client does not provide data access, choosing to deploy the emails themselves. The client is provided with the ability to create the unique URL links associated with recipient. In this instance, the client would typically either pay a use fee, or purchase outright the necessary multimedia messaging applications to implement the desired rich media campaigns.

20 The multimedia messaging system of the present invention includes support for the preceding three categories of use along with similar use scenarios.

#### 4. Digital Delivery

The preferred display mechanism of the multimedia messaging system is Flash, which allows for dynamic display of graphics, text and other media. This dynamic capability is available by using Macromedia's Flash file format (.swf) because it accepts data queries. Parameters are sent through an active server page, or pages, which process a request and return data in Macromedia's Flash file format for display. The Flash file format is preferably utilized for both media display and client reports. The system may in addition utilize any of the numerous alternative formats available now or in the future. By way of example and not of limitation, these alternative formats include: Quick Time™ from Apple Computers (\*.mov files), Windows Media Player from Microsoft™ (\*.wav files), and Real-Audio™ from Real Networks.

In the present embodiment Macromedia's Flash™ integrated scripting environment, is used in conjunction with active server pages and XML applications to interpret variables and to both retrieve and modify dynamic content. This integration of content is performed at run-time in real-time. Typically, the system would be implemented to interface with databases supporting SQL, although other query language standards can be easily supported. The active server pages determine the selection of information to be returned and the method of display within Flash.

##### 4.1. Delivery Process

The multimedia messaging system of the present invention is capable of delivering individualized multimedia message content through a variety of delivery

mechanisms, such as by email, networks, downloads, and printers. The preferred delivery method is that of delivering email messages which play automatically.

Individualized multimedia messages which play automatically are created using HTML templates to deliver content to an end user, such as to an email account. These templates contain tags for embedding multimedia content within the message. Each individual user receives a unique set of "embed" commands which upon activation extract content from the server. The multimedia content is assembled dynamically within the HTML template in a unique fashion for each unique recipient. If the recipient has the capability to receive HTML email, or rich media content, the multimedia within the message will play automatically without the need of user intervention.

Although not as user friendly, alternate templates may be used for linking multimedia content for clients whose email system does not support embedding of multimedia content. In these cases, a link to a unique URL is embedded in the template so that the multimedia content may be viewed/played through a web browser. Preferably the URL is made unique by the inclusion of a unique user ID. Upon accessing the unique URL the user is taken to a web page that assesses the multimedia capability within the specific web browser. This assessment could be in the form of JavaScript "sniffing", but is preferably performed by a combination of HTML and the multimedia content itself. For example, a small multimedia file can attempt to redirect the web browser to a page where the main multimedia content would be displayed, however, if this redirection fails, presumably because of the inability of the

browser to accommodate the multimedia content, then the HTML takes over and redirects the browser to alternate content.

Typically, alternate content would comprise a message with more limited multimedia, and thus a downgraded multimedia experience. For example, the alternate content could comprise a static graphic or text experience, and/or messages which direct the user to perform actions which would allow them to view the multimedia content. If the browser of the user is determined to have the proper capabilities, then the unique ID within the URL is processed as part of a database query to fetch the relevant content for the message which is then assembled and displayed dynamically.

FIG. 14 provides an example of the individualized multimedia message delivery process which utilizes the unique URL links. It will be appreciated that the preferred delivery of the individualized multimedia content is within the message itself, wherein the message begins playing immediately upon the user highlighting, or opening, the email message within the email in-box. Users having an application service provider that does not support, or is not configured to allow, HTML or rich media play within an email are provided with a clickable link, which may be embedded within a graphic. Activating the link triggers playing of the individualized multimedia content through a browser, the process being described starting at block 140 wherein the user receives an email. The link is opened in block 142, preferably by having the user click on the link. As the link opens, a first active server page(s) (ASP) application is called by “<strselect>link.asp”, which is executed as block 144. The first active server page is exemplified by a routine “link.asp”, which uses the message identification field as the



search criterion to query the content database through the active server pages for the content necessary for individualizing the message for this recipient. The routine *link.asp* retrieves all variables associated with an individual recipient, as identified by a unique message ID (*msgid*), and passes them to *alt.swf*, which is embedded in *link.asp* and used for redirecting Flash content. The minimum required Flash player for the exemplified embodiment of *alt.swf* is version 3.0, this allows the main Flash content to display a message regarding the need to download the latest Flash player

Although not visible to the recipient, the exemplified *link.asp* routine outputs to the screen an HTML page that embeds an invisible Macromedia Flash™ movie, that may be referred to as “<strselect>*alt.swf*”. The Macromedia Flash™ movie receives all the data for individualizing the message. The HTML page optionally may include an image, such as “*Fallthrough.gif*” that appears to recipients that do not have a plug-in capable of playing the file. The image contains a link to allow recipients to download a player capable of playing a file in the Macromedia Flash (SWF) format. This image and link is an animated GIF that fades in about three to five seconds after informing a recipient without a proper plug-in that they must download a Flash plug-in. The graphic contains information about downloading the Flash player, as well as a link to the Macromedia Flash™ download page. To ascertain if the user has the proper plug-in, an automatic delivery configuration routine, or *sniffer* routine, is used which “sniffs” for the Flash plug-in (*automatic delivery configuration is described subsequently*). If the player has the plug-in, or has just downloaded one, then a second active server page(s), “*alt2.asp*”, is accessed as shown in block 146. The second routine of block 146, is

called by "<strselect>alt2.asp" and it receives the data for individualization of the message and displays an HTML page within which is embedded the final Macromedia Flash file movie that has been created for the specific recipient. It will be appreciated that the above describes the use of the Macromedia Flash™ file format for displaying a movie, however, other forms of multimedia may be played using a variety of display programs and associated file formats.

The routine *alt.asp* is a container for *final.swf* when viewed within a recipient browser. The file *final.swf* requires modifications for a specific project as follows:

- (1) *final.swf* should reflect the actual flash file for the project;
- (2) at the discretion of the developer, the file uses the variables *n1*, *n2*, *pn1*, *pn2*, *pn3*, *e1*, *e2*, *p1*, *p2*, *p3*, and *msgid* and can be modified to use only those variables required by the design;
- (3) the size and background parameters for the object and embedded tags should reflect the requirements of the project;
- (4) *alt.swf* determines Flash redirection and the file is preferably configured as 18x18 pixels in size, and it should be modified to have the same background color as *link.asp*.
- (5) *alt.swf* is contained near the top of *link.asp* to redirect the user if they have either Flash3 or Flash4.

The structure of *alt.swf* preferably provides a Macromedia Flash 4™ file having four frames. The first frame contains a "Get URL" statement constructed as an expression which redirects execution to a file called *alt.asp*.

## 4.2 Automatic Delivery Configuration

Automatic delivery configuration detects the vital aspects of the recipients viewing/playback device (i.e. PC, PDA, cellular phone, interactive television) and configures the message to provide optimal representation on the given stream and device. Automatic delivery configuration also provides for synchronization of multimedia elements, such as synchronization of audio with video.

The configuration should take numerous factors into account, including connection speed, multimedia capability, and the email service being utilized for delivery. The amount of material sent can be tailored to the bandwidth of the stream, so that recipients are not unduly delayed in viewing/playing multimedia content. In addition, the level of multimedia capability available for the recipient to view/play the message on a specific device can be determined, so as to maximize the multimedia experience. Although about ninety percent of PC have some sort of Flash plug-in, these plug-ins are of various revision levels. If the only Flash plug-in available is an older incompatible Flash revision, or a problem exists with the Flash plug-in, the system can install a new Flash plug-in for the recipient.

Generally, three standard mechanisms exist by which an individualized message may be dispatched by email delivery. The first method is delivery via a standard template that contains the rich media message and unique Macromedia flash file created for the specific recipient. The multimedia message begins streaming and playing automatically as the message is highlighted in the email inbox of the recipient. A second mechanism is utilized for email service providers which do not currently

support HTML or executables within the inbound email. Alternate content is provided over these email providers, such as AOL™ and CompuServe™ that do not permit executing Flash files from within an email message, by including text in combination with a clickable link. Clicking on the link opens a browser connection to a site

5 whereupon the unique URL is accessed through the browser to deliver the unique rich media message to the specific recipient. A third mechanism is provided over email service providers, such as Hotmail, Yahoo, Excite, Snap, Altavista, and Lycos, that allow images to be embedded within the email, but do not directly support viewing/playing of rich media files. The email message, in this third case, preferably includes a static image (such as a \*.gif graphic file) and a clickable link, either embedded in the graphic or as a separate text link. Upon clicking the link a browser opens to deliver the rich media message.

#### 4.3 Delivery Limitations:

The multimedia system of the present invention provides a deployment mechanism which is expected to be compatible with the majority of current and future digital delivery systems. However, situations can exist wherein the individualized message delivery is prevented or limited. For example, corporate firewalls can be configured to block or limit the receipt of HTML email, Flash files, and additional file  
20 formats as a security measure against viruses. In addition, a small percentage of systems exist that contain older email programs, such as CCMail™ from Lotus and others which may not support, or which otherwise filter out the multimedia content.

Furthermore, various mail systems provide forwarding mechanisms which are not compatible with multimedia use. It is anticipated that as the importance of multimedia increases that these multimedia limitations will be eliminated.

#### 5 4.4 Unsubscribe from Future Delivery

A preferred option of the message delivery system is that of “unsubscribe” wherein the message recipient can opt-out of future multimedia messages from the client. “Unsubscribe” may be implemented either with the outbound mail message or with text that instructs the recipient on the opt-out procedure. In either case the unsubscribe response is logged upon receipt and can be used to automatically create a “non-participant” table of parties that are not to be included in future campaigns. The normal campaign reporting mechanisms preferably include reports of the number and percentage of “non-participants”.

#### 4.5 Optional Email COM Object

Emails which have been created by the multimedia engine and contain an individualized multimedia message may be delivered through various delivery structures. One such alternative delivery mechanism is the use of dedicated servers which provide “email engines” for dispatching emails. Preferably the dedicated email engine is configured with a COM object for processing emails. Once installed on a server, the COM object is called from the multimedia messaging system to execute and process emails for a given campaign. The COM object is a proprietary, custom ActiveX

DLL which provides what could generally be considered a feature rich packaging and delivery method for the emails which have been created by the multimedia engine. The COM object provides the capability to generate email in batches, to measure email dispatches, along with the advantages of dispatch scalability and balancing. FIG. 15 shows an embodiment 150 of a dedicated server 152 configured as an email engine and containing a COM object 154. The delivery of email is controlled through an interface 156, which is preferably implemented as an active server page for controlling the delivery options and may be implemented as a separate page, or as added fields to an existing control page. The COM object operates from data provided by the system 158, and dispatches emails into conventional SMTP servers 160, 162, 164 which are queued up and subsequently delivered to the recipients.

#### 4.5.1 Text Changing within Email Engine

The COM object also provides the capability to add/change text within the individualized emails prior to delivery. The ability to modify text allows for further customization to be performed near the point of delivery. For example, text can be added to messages which will be directed to servers which currently do not support HTML emails, such as internet service provider AOL™, so that a textual directive appears for the recipient to click on the link or URL. It will be recognized that the domain name associated with email destinations, such as AOL™, can often be used to infer what level of email capability exists therein.

#### 4.5.2 Operation of COM Object

The COM object within the email engine operates by using ADO to link back to the clients data within the multimedia messaging system. The COM object processes the emails contained within a list of email messages that each may comprise text and HTML components. Messages from the list are preferably saved in batches in a queue directory, that for instance may contain 1,000 email files. The emails are popped from the queue and moved to a designated destination directory which would typically be an outgoing mail server, such as a dedicated SMTP server.

#### 4.5.3 Stored Procedures

Furthermore, the COM object operates in concert with various stored procedures and dedicated tables maintained by the system. For example, procedures are provided which perform data collection on aspects of the delivery process for the tracking and reporting subsystem. Specifically, stored procedures track details of the email batch processing such as date/time, number of mails processed, processing time, e-mails/sec processing rate, and the tracking of when messages are sent.

#### 4.5.4 Delivery in Batches

The described architecture in conjunction with the use of batches enhances server performance and permits scalability. The size of the batch is configured to keep the ADO record set small while providing the capability to "throttle" delivery processing by sequentially creating and moving messages to the final destination directory. As

implemented on the present system a batch count of about 1,000 was found to be suitable. The limited batch size helps prevent SMTP server overloading, as it allows sending a batch of 1,000 messages while another 1,000 messages are being prepared. By utilizing the batch mechanism, message delivery can be linearly scaled by adding  
5 additional servers.

#### 4.5.5 Use of COM+

Alternatively, a COM+ object, may be utilized within the email engine instead of the COM object, so as to provide for pooling and load balancing from the COM+ services which would be installed on the server of the email engine. Using the COM+ object in this way provides a mechanism for managed resource threading wherein multiple campaigns may be run concurrently.

#### 4.5.6 Optional Features

Numerous additional optional features can be provided to boost performance, or for supporting specific application needs, which include: deferred mailing; multiple destination directories to speed delivery of campaigns; intelligent load balancing based on mail server query functions; and the use of multiple email engines and load balancing therein.



## 5. Reporting and Tracking

Reports can be provided periodically and in real time. Reports can be sent out on a periodic basis, such as with client billing statements. In addition, a URL link can be provided to the client to allow instant, real-time access to the reports wherein clients can view the results of a campaign while it is underway. Reporting is provided on systems deployed by the client, or for ASP deployment, and is preferably exportable to native client format so that the results may be imported to the client systems for their own data analysis. Reports provide information on the number of messages created, number of messages sent out, date and time of stream playback, number of recipients opening the message, number that access the playback site (if not automatically activated), number of recipients sending the message to another party, time between message dispatch and recipient opening the message, interaction time of recipient (average, range), participation rate, click history within the message, click-throughs to site, comparative reporting across various campaigns, or tests. Reports additionally should provide subtotals of data by parameter; such as how often character "X" was selected as a percent of the total, or how often parameter "Y" was stipulated. The reports preferably allow a date/time range to be defined which is to be covered within the report.

### 5.1 Standard Reports

The questions answered by the standard reports and custom reports is exemplified as follows:

How many times users click in order to forward a message (average, range)

How many .SWF files are pulled (i.e. total number of streams)

How many emails are sent by Multimedia Engine (total, by time interval)

Unique senders (according to unique email addresses)

Unique receivers (according to unique email addresses)

5 Click-throughs from users to the client-hosted pages

Click-throughs from the hosted pages to client

Time between message dispatch and recipient access for playback

Duration of time spent at site while generating a message (average, range)

Duration of time spent at site while retrieving a message (average, range)

Date and time of message dispatch (histogram)

Date and time of message playback (histogram)

Number of messages sent per unique sender (chart of average, range)

## 5.2 Custom Reports

It will be appreciated that a “custom” report by its nature is driven by a specialized client need. It will be appreciated that any operation involving the campaign database can be tracked. Therefore, the following custom reports are provided by way of example only:

Messages outstanding (emails sent out without corresponding .SWFs pulled)

20 Average time a user spends preparing a message.

## 6. Batch Mode Interface

The multimedia messaging system provides the capability to deliver individualized messages to any sized list of recipients. However, the previous description has largely focused on a client interface for large advertising campaigns, wherein the system was preferably hosted on a client computer and accessed by a custom browser. The system also provides a batch mode interface that is directed at the deployment of small message batches, and even messages directed to individual recipients. The term "batch mode" as used in reference to campaign size refers to the delivery of messages to a small list of recipients, typically ranging from one up to a few thousand. The operation of the batch mode primarily differs from those of a campaign mode in that the number of recipients is generally less while the amount of information and the interaction between client and recipient is greatly increased, as is the control of delivery time and options. Furthermore, batch mode messaging is often event driven, that is in response to a status change, such as reflected by entry changes in a database. Preferably, the multimedia messaging system is hosted as a web site by an application service provider in supporting batch mode operations. Two examples of event driven batch mode are: when a backordered item is received for customer pick-up, or when it is calculated that a particular vehicle of a customer is due for an oil-change. However, the individualized messaging can also be initiated manually, for example, by a salesman to provide more effective communication with individuals on a client or prospect list. In transmitting these small batches of messages, the client is allowed to control the variables contained within each message, and the transmission

variables, such as send time. By way of example, the batch mode capability allows a company to provide individualized customer notices, appointment scheduling, invoicing, billing, and so forth. In addition, it should also be appreciated that the output of these multimedia messages may take the aforementioned message forms, which include email, interactive messages, non-interactive messages, file downloads, and print media. It will be appreciated that the system and method according to this aspect of the present invention has wide application for businesses including those involved in the retail, service, or business to business segments.

#### 6.1 Batch Mode Features:

Client selection of message template for message batch

Template can include multiple individualization elements

(graphics, audio, text, file attachments)

Messages provided with both a male and female voice option

All sender message information (to, from, subject, text) can be recalled for future use and review

Message tracking and reporting mechanism built into the interface

Batch upload mechanism imports data from typical data formats

(including: \*.csv, \*.xls, \*.txt)

Sender has option to "bcc" self (or designated box) for all messages

Sender has option to preview messages

## 6.2 Customer Benefits

No large investment necessary, client may pay by subscription fees

Provides repository for campaign messages

Provides mechanism to conduct rich media test marketing

5 Provides mechanism for true one to one rich media email marketing

Allows clients to empower direct sales forces with individualized rich media messages to communicate with prospective customers

“Ready Made” content provides access to individualized rich media email marketing campaigns for small businesses

## 6.3 Batch Mode Options

A dynamic vault option provides client space for storing rich media campaigns which may be accessed for future campaigns and/or test marketing purposes.

Preferably, a flat monthly subscription rate would be collected which is based on the number of messages archived and a maximum number of transmissions/month.

A dynamic sales tool allows clients to empower their direct sales force with individualized messaging technology. Message templates and content banks are established that allow sales forces to communicate in a highly personalized and relevant fashion to each prospect, on both a one to one and batch basis. Preferably the service would be billed at a monthly subscription fee.

A ready made content tool allows small businesses to use predefined templates and content banks to transmit relatively small email marketing campaigns. Templates

and content banks are established for identified vertical industries (e.g. travel).

Customers can upload databases into the system, have data analyzed to determine the extent of name bank matching, transmit data, and track campaign performance.

## 5 7. Multimedia Code Library

The multimedia engine makes use of a code library and rule set within the system to integrate client information, multimedia content, and recipient data during the creation of individualized messages. The following is a list of code library files which are provided within a preferred embodiment of the invention:

*Final.fla* – the base Flash source file for the campaign. (Flash 5 format)

*alt.asp* – the container for the final Flash campaign as seen in the browser

*alt.fla* – the Flash 5 source file for *alt.swf*.

*alt.swf* – a redirection \*.swf file that is embedded in *link.asp*, redirects browser window to *alt.asp*.

*conn.inc* – an include file that contains the ODBC info for the campaign, and is referenced in *link.asp*.

*F3movie.fla* – the Flash source files for *F3movie.swf*.

*F3movie.swf* – a single frame Flash movie which displays a message to the user suggesting that they upgrade their Flash plug-in. This movie is loaded by the "swiffer" routine in *final.fla*.

*fallout.asp* – an HTML page that the user without the Flash plug-in is taken to.

This page contains *fallthrough.gif*, as well as links to Macromedia (for Flash download)

and a link back to *link.asp* to view the Flash content after the user has downloaded the plug-in.

*fallthrough.psd* – the ImageReady source file for *fallthrough.gif*.

5 *fallthrough.gif* – a graphic that appears in *fallout.asp*. This may be a static version of the campaign or a message to the user to upgrade their Flash plug-in.

*link.asp* – This file receives the variable msgid from an email template link, looks up and retrieves the applicable variables from the campaign data base and passes them to *alt.swf*. This file also causes redirection, using an HTML Meta tag, to *fallout.asp* in the event that the user does not have the Flash plug-in and has therefore not been redirected by *alt.swf* to *alt.asp*.

*template.html* – an HTML template to temporarily test *final.swf*.

*interface.html* – a test file for setting variables and sending them to *themailer.asp*.

*themailer.asp* – a test file for mailing a campaign.

*time.asp* – an asp file for calculating and returning values of date and time.

## 8. Data Quality

20 The system is required to interface with the recipient databases of various clients. Each of these client databases may contain errors, and data issues which should be resolved prior to using the data within the campaign. The preferred embodiment of the invention comprises routines that are capable of operating on the recipient database to minimize the errors and to resolve data issues. The type of error,

or data issue, that may need to be resolved within the database can depend on the information being extracted from the database and the structure of the target database. One of the more common errors is that of duplicate names. In addition, a major data issue is that of determining which of multiple redundant fields, such as email address, are to be used.

The exemplified embodiment optionally provides the following five step process to ensure the quality of recipient information and email addresses:

1. Import raw customer list into a table
2. Names cleanup:
  - Get rid of leading and trailing spaces
  - Replace multiple spaces with a single space
  - Replace "&" with "AND" within the names
  - Capitalize the first letter of each portion of the name
  - Remove all single character names
  - Change spaces to under score
3. Email Cleanup:
  - Get rid of leading and trailing spaces
  - Remove spaces in fields
  - Remove entries without @ (save them in another table)
  - Identify mail without ".", attempt repair or remove
4. Parameter values:
  - Generate values for pn1 using "SoundsLikeNames"



Generate values for all p? parameter based on campaign criteria

Generate unique FlashURL for the message

5. Generate Customer List Statistics:

Total number of recipients

Determine number without names

Determine number of names with no audio

Determine number of names with audio

To better understand the problems encountered with data quality, Table 2 has been provided to illustrate a hypothetical portion of a recipient list containing a few common errors. Due to the number of fields within the list, it has been divided into a part A and a part B, wherein an equal reference number (first field from left) denotes an identical entry. The routine operates on information provided by the client to resolve various errors and issues. For example: Are record numbers 1 and 2 duplicates? Should the duplicate be eliminated? Are records 1, 2, and 3 all duplicates? Are records 1-4 duplicates? How many messages are to be sent? Should email #1, or email #2 be used for addressing the messages? In addition, the routine can check for typos, such as a first name of "Johm" which is more likely "John", or incorrect ISP extensions, such as "yahooo.com" instead of "yahoo.com". At the discretion of the client, these items can be either flagged, or automatically corrected. The routine can thereby provide "cleaned up" databases back to the client as a value-added service.

## 9. Word-of-Mouth ("Viral") Advertising

The multimedia messaging system provides new methods of using word-of-mouth advertising, which is also commonly referred to as viral advertising. The practice of "viral advertising", or "word-of-mouth advertising", refers generally to advertising in which recipients of an advertisement for a product subsequently advertise the product within their own circle of acquaintances. Viral advertising has been employed with coupons, two-for-one deals, network marketing, and along with various conventional advertising. In "advertising" the product to a friend, coworker, or associate, the recipient would generally copy, or otherwise pass along the original advertisement. This, for example, can be performed with conventional printed advertising and email advertising.

However, it will be recognized that the relevance of advertisement passed into the recipients circle of friends is limited as the advertisement is not directed at that specific individual. The multimedia messaging system provides a form of viral marketing wherein the message passed by word-of-mouth may be individualized for each recipient to which it is passed.

The word-of-mouth, or viral messaging, provided by the system allows the recipient to direct the message to a friend, or associate, by entering information about that recipient and sending the message. For example, the message recipient can enter the first name and email address of a friend and click on the send button, which will send the message to that friend from that original recipient. The recipient can repeat that process indefinitely and each recipient has the opportunity to re-personalize the message and send it to additional friends, and associates. Various recipient information

may required prior to sending the word-of-mouth message, the amount of information necessary being dependent on the particular message. Additional optional information may preferably be included within the re-created email. For instance, the message recipient can be allowed to add comments/testimonials about the product, or to

5 customize the subject line to assure that the recipient recognizes the sender. Each recipient has the opportunity to re-personalize the message, and may enter in their own name as well. Other creative parameters (such as choosing the greeting to be added to the message) may also be entered. In addition, a large amount of creative individualization can be provided to allow the recipient to creatively build on the message; possibly to create a really “wild” message for their friend. The system also preferably allows the recipient to preview the new message before sending it to the friend, or associate. In addition, recipients of word-of-mouth advertising will be given the opportunity to opt-in to client lists.

The use of word-of-mouth advertising provides a number of benefits to both the client (advertiser) and the recipient (prospective customer). The scope and size of client’s customer list may be expanded based on word-of-mouth recommendations. Each new recipient can have a unique experience as determined by the individualization performed by the sender. Prospects are expected to be more easily converted to customers since the message is made more responsive by the input of

20 those that know that prospect better than the advertiser. Additionally, the client (advertiser) gains a mechanism for collecting additional information about recipients that may be used for additional campaigns in the future.

## 10. Transactional email

Typical email advertising campaigns provide a fixed message and do not provide simple mechanisms for the recipient to respond to the ad or to get additional

5 information. Conventional email advertising requires the recipient to access a website to receive additional information or to place an order. The recipient is thereby required to shift from the mail program to their browser in order to go and access the website, and then they must wait for the website to load. These inconveniences should make the use of transactional email on the multimedia messaging system very attractive to both recipients and advertisers.

In contrast to conventional email advertising, the use of transactional email allows the recipient to collect additional information and to make purchases directly from within the email message. In addition, the message can be further individualized in response to recipient selections, whereas the recipient can retrieve information quickly without the need of browsing through numerous pages within a site.

To provide a transactional email message, an email message containing the unique URL link is sent to the recipient. The individualized message that is provided to the recipient upon email access preferably contains an order button, and/or additional selections to allow the recipient to selectively gather additional information. Upon  
20 clicking on the order button, an order message is created that may be filled in by the recipient. It should be further appreciated that the message can be created with numerous client related fields already filled out, such as name, address, phone number,

and so forth. Having the fields already filled out simplifies the order process for the recipient while it additionally provides corrected information about the recipient back to the advertiser.

## 5 11. Variable Discounts and Coupons

Conventional inducements to order a product or service provide a fixed discount, or offer, on a particular product. The multimedia messaging system, by contrast, provides the ability to provide variable discounts with individualized items as well as individualized coupons and rebates. The variable discounts can provide a campaign with an “impulse buy” element. These variable discounts can be changed “live” during the campaign in response not only to recipient information and on-line selections but also to the actual order rates of the various products. Typical advertisers generally must guess at order rates and pricing which is reflected in excess inventory, or sacrificed profits. This “live” pricing capability for example can be used by a merchant to more readily turn over their inventory. The merchant can establish the price of items based on a formula that takes supply and an inverse relationship to order rate into account. By adjusting the prices according to stock and order rate all items can be “moved” more effectively without having to sacrifice profits.

Another factor in setting merchant pricing can be timeliness, by the use of offers  
20 that expire or more preferably change, or morph, with respect to time. This method of offering discounts builds extra incentives into the campaign.

The variable discounts also allow the merchant to perform “live” testing of offers. For example it may be discovered by “live” testing of two discounts that the 25% off discount provides double the order rate of the 20% discount. In this way the advertiser can create a campaign which contains “live” testing built into the campaign.

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## 12. Site Implementation

The multimedia messaging system of the present invention may be implemented by integrating suitable off-the-shelf computer and network equipment with application software of the multimedia messaging system. The features and functions of the system are provided within this embodiment by software that is executed on the computer/s within the system. It will be appreciated that the system may be implemented with various forms of hardware and connected in a variety of ways.

### 12.1 Implementation Considerations

To assure proper implementation of the multimedia messaging system the following considerations were taken into account:

1. Delivery – Optimal delivery of multimedia content over a network, wherein the nature of content and the format is suitable for each recipient
2. Performance – Message playback begins within seconds of recipient access
3. Scalability – Facile addition of streaming capacity and bandwidth as required
4. Reliability – Campaign execution and message delivery 24 hours a day, 365 days a year

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5. Reporting – Providing accurate and continually available performance statistics on campaigns
6. Interoperability – The ability of the multimedia messaging method and system to be executed over various networks, along with multiple platforms and operating systems

## 12.2 Specific Hardware Implementation

A system was implemented using web servers running on Compaq™ 1850R machines, with Windows NT 4.0™ and IIS 4™ installed. Each machine preferably provides high-speed dual processors, dual network interface cards, at least 256 MB of RAM, and at least 18.2 GB of disk storage on a RAID 5™ system. The databases are hosted using SQL 7 Enterprise edition from Microsoft. These preferably are arranged in an active/passive cluster configuration to provide total redundancy. The site-reporting server for the system runs on an HP LPr Netserver. Reporting software from Web Trends provides for the generation and analyzing of site activity. The system is interconnected using a 10BaseT connection to the Internet, and Cisco's PIX firewalls for security and Cisco's LocalDirector™ for load balancing of traffic among the servers. Website connection is provided using Cisco routers and a T1 connection, which is used primarily for site updates and remote management.

The bandwidth of the site currently supports only support 750 concurrent sessions at any given time. Since 30-40 second AIF clip run about 500kb, the base bandwidth needed to stream this files is 12.5kb per second. The current amount of

bandwidth is burstable to 10mb. This burst capacity supports 10mb/12.5kb or 800 streams.

### 12.3 Results from Load Testing

5 Initial stress testing indicates that up to approximately 700 concurrent connections may be provided by the system before errors begin to occur. During this testing, hardware errors have been found to be the current limitation and the cause of the load testing errors. Using enhanced hardware configurations the application has actually been demonstrated to provide over 1,000 concurrent sessions per server.

## 13. Capacity Considerations

The architecture of a specific installation is determined in large part by the anticipated traffic and the intended utilization of the system. The following discussion is based on the assumption of a 5 million (M) message campaign deployed across the continental United States.

15 It is estimated that 95% of email recipients check their email within 48 hours, with 70% of that number checking within 24 hours. Typically, morning and evening are the two main peak periods when people check their email. Taking into account time zones, it has been determined that of the 70% who check their email within the first 24 hours from receipt, 20% check their mail in the morning and 65% check their mail in the evening; with the remaining 15% checking their email throughout the day.

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Thus the peak periods are three hours in the morning; three to four hours in the evening, and a smaller percentage scattered throughout the rest of the workday. Based upon the above assumptions, the following conclusions about traffic for a campaign of 5M messages sent overnight were determined:

4.5 M return within 48 hours

3.15 M return within 24 hours, with:

Morning – 630k

Evening – 2.475 M

Other – 472k

From the foregoing discussion, it is apparent that about 2.475 M returns can be expected in an evening after a campaign is delivered. On a per minute basis, therefore, the system must accommodate 7,500 users at any given time during the evening rush hours. The system, therefore, would preferably be configured to accommodate 7,500 streams with each stream running about 12.5k. This requires a bandwidth of about 113mb; which slightly exceeds the capacity of 100base-T. To provide for normal HTTP traffic over the network, an additional 10 mb is added to raise the bandwidth to 123 mb.

### 13.1 Estimating SMTP Server Requirements

It has been determined that a single computer running dual 500 mhz processors can send 1,000 emails per minute, or roughly 60,000 emails an hour. Therefore, in order to send out a 5 M email mailing we would need:

100 computers for 1 hour, or

50 computers for 2 hours, or

25 computers for 4 hours, or

12 computers for 8 hours

## 5 13.2 Scalability Issues

The multimedia messaging system has a scalable architecture which allows the system to be scaled by the addition of servers to provide any desired level of throughput. The architecture itself is capable of handling 128 Gigabytes of throughput or 96 million packets per second. The main chassis should accommodate up to 384 100base-T computers plus 96 gigabit channels, which would be sufficient to support the planned architecture. Any necessary throughput increase can be met by the simple addition of more machines above aforementioned 384 computers.

## 13.3 Security

The system preferably provides redundant security for the database and the primary firewalls to assure state-of-the-art data protection. The system preferably utilizes Cisco's PIX firewalls to control access to the network and servers.

## 14. Business Model

20 The multimedia messaging system of the present invention may be variously deployed for use by clients developing and launching individualized multimedia campaigns. As already described, clients may access the multimedia messaging

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system of the present invention to develop their campaign. Development access being preferably through a communication link, such as over a network. In addition, the multimedia messaging system may be sold or licensed to clients as software, or a combination of software and hardware. The company (owner of the rights to the multimedia messaging system) may additionally provide development services, in full or in part, to facilitate campaign development. By way of example, a corporation having a large ecommerce site may pay the company to license the software and then pay the company or a third-party integrator to incorporate the software into their corporate systems.

Revenue collection models have been developed for this system that have not been available in previous email campaigns. It will be recognized that in undertaking a typical email campaign, a single message is created and then a mail program is used to bulk mail the message to a list of recipients. One preferred business method for the individualization services is to collect a fee for each individualized message that is delivered. In this way the client need not pay for individualization of each email, as a substantial percentage of the emails may be discarded without being opened. This approach can simplify marketing of the service as the client pays only for those emails which are opened by the recipient such that the individualized message was played. The development resources used by the client in developing the campaign may be offset by the payment of client fees. Alternatively, the fees may be charged only for campaigns that do not exceed a predetermined size, or be prorated. In addition, development fees may be based fully, or in part, on parameters of use, such as time,

complexity, number of elements, media type, stream length, disk storage requirements, use of special services such as synchronization of media element, or combinations thereof.

5     15.     Results from Campaign Trials

Campaign research was conducted using the multimedia messaging system to roughly determine the extent to which a campaign benefits from the increased relevance. In one trial, a video which is formatted in the Macromedia Flash™ file format was embedded in an on-line retailer's regular HTML newsletter mailing. As a part of the audio-visual content, the recipient was addressed by their first name and the message suggested a new line of golf clubs that would "help them become the greatest golfer in" New York, Seattle, or whatever city they were located in. In response to the newsletter, twenty-five percent of the users who received the individualized rich media versions of the message clicked through, and the per-customer acquisition cost was lower than in previous direct mail campaigns. Of 200,000 recipients of the email, 60,000 received the individualized message elements. These individualized newsletters sent to existing customers generated twice the amount of revenue per message sent and 30% more revenue per order than those messages sent without the personalized greeting.

20           Accordingly, it will be seen that this invention provides a system and method for providing multimedia content which is individualized for a particular recipient. It will be appreciated that the described embodiments are provided by way of example, as the



claim element herein is to be construed under the provisions of 35 U.S.C. 112, sixth paragraph, unless the element is expressly recited using the phrase "means for."

continued on next page

TABLE 1  
System Elements

ELEMENT	INPUT	OUTPUT	HW/SW
Client DB		XML	SQL Server; ODBC Enabled DB
XML Transfer	ADO; XML DOM	XML	
Email Engine	CDO NTS; "Recipient Sniffer"	Email Transform Template; Java Applet; Other	Hawk Browser; MSMQ?
Content DB	.CSV; text; ODBC	ODBC	ASP; XML
Content Conversion	.wav	.swf	Flash
Log	Manual data entry	ODBC	SQL; ASP or Director
Client Admin	None for Version 1.0	None for Version 1.0	None for Version 1.0
Multimedia Engine Admin	ODBC	Multimedia Engine Defined	Intranet
Search Criteria	Literal	Literal	ODBC
Archive/Storage			RAID
Design Envelope	Client defined	Client defined	Flash or Java
Delivery Mechanism	Client defined	Client defined	Flash or Java
Reporting	SQL Tables	Client Defined Parameters	Flash; Generator

TABLE 2

## Example of Data Quality Processing

## Part A

	Name	Address	City	ST
1	John Smith	124 Oak St. #15	Los Angeles	CA
2	Smith John	124 Oak Ave.	Hollywood	
3	Lisa Smith	124 Oak #15		CA
4	Yakima Canute	124 Oak #10	Los Angeles	CA
5	Johm Smith	124 Oak St.	Hollywood	WI

## Part B

	email #1	email#2	Acct #	Phone
1	<u>john@yahoo.com</u>	<u>John@dino.com</u>	6001	3103491111
2	<u>john@yahooo.com</u>		6001	8185551717
3	<u>john@yahoo.com</u>	<u>lisa@yahoo.com</u>	6006	3105551234
4		<u>yakima@my.com</u>	8001	
5	<u>johnsm@yahoo.com</u>		7501	7155552223



## CLAIMS

What is claimed is:

1. A system for creating and distributing a series of individualized multimedia messages over a computer network to a plurality of recipients, comprising:

- 5 (a) a recipient information repository;
- (b) a multimedia content repository; and
- (c) means for creating and delivering individualized multimedia content over said network to each of the plurality of recipients, wherein said multimedia content is assembled from selected elements within the multimedia content repository which are selected in response to information about each of said recipients whose information is extracted from the recipient information repository.

2. A system as recited in claim 1, wherein the means for creating and delivering customized multimedia content over said network comprises a computer operatively coupled to said network and executing a programmed sequence of instructions which assemble multimedia segments from the multimedia content repository as selected according to information about one of said recipients, as extracted from said recipient information repository, into a multimedia stream delivered to said recipient.

20 3. A system for creating and delivering a series of individualized multimedia messages over a computer network, comprising:

means for accessing information about an intended recipient;

means for personalizing a multimedia message for the intended recipient based upon information about a particular intended recipient; and

means for delivering the multimedia message to the intended recipient.

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4. A system as recited in claim 3, wherein the means for accessing information about an intended recipient comprises a data access routine within a programmed set of instructions being executed within a computer, the data access routine capable of manipulating a database, local or remote, to extract information about a recipient.

5. A system as recited in claim 4, further comprising an administration routine that monitors and facilitates the creation of multimedia content within a multimedia campaign and includes routines for viewing/playing content, uploading content, searching content, and organizing multimedia content.

6. A system as recited in claim 5, wherein the administration routines are configured to create and maintain database and directory structures.

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7. A system as recited in claim 5, further comprising file conversion routines which are capable of converting file formats within the system and for delivery to clients.

to the public

8. A system as recited in claim 5, further comprising a clean up routine which provides selective clean up of a recipient database by removing errors and unwanted redundancies.

5 9. A system as recited in claim 5, further comprising an archiving routine that saves files and associations within a particular campaign into an archive from which the campaign may be later restored and executed.

10. A system as recited in claim 3, wherein the means for personalizing the multimedia message for the intended recipient comprises a multimedia engine routine within a programmed set of instructions being executed within a computer, the multimedia engine routine capable of assembling multimedia elements from a content database into a multimedia message in response to information about the intended recipient.

11. A system as recited in claim 3, wherein the means for delivering individualized multimedia message content to the intended recipients, is comprising a delivery routine within a programmed set of instructions being executed within a computer that is operatively connected to a computer network, the delivery routine  
20 capable of formatting the individualized multimedia message content for the intended recipient and the subsequent delivery of the individualized multimedia message over the network for the intended recipient, wherein the message for the intended recipient may

be delivered directly to the recipient, or delivered indirectly through one or more systems which direct the individualized multimedia message to the recipient.

12. A system as recited in claim 11, wherein the individualized multimedia message is delivered to each of the recipients as an email message which includes multimedia content in a format selected from the group of multimedia formats consisting of Flash™, Real Audio™, Quick Time™, Windows MP™, SWF, SWT, Java™, HTML/Embedded, animated GIF, and 3D™.

13. A system as recited in claim 11, wherein the formatted individualized multimedia message is delivered to the recipient as an email message that plays automatically when the recipient clicks on the message.

14. A system as recited in claim 13, wherein the individualized multimedia message is delivered to the recipient, comprising markup language coding into which multimedia elements are operatively linked to play as the markup language is executed.

15. A system as recited in claim 13, wherein the markup language coding is selected from the group of markup languages consisting of SGML, XML, and HTML.

16. A system as recited in claim 11, wherein the individualized multimedia message is formatted for delivery to the recipient as an email message containing a

unique URL link that when activated retrieves the individualized multimedia message content.

17. A system as recited in claim 16, wherein the activation of the unique URL link comprises execution of a first routine to collect individualized data and a second routine to display the individualized multimedia message content.

18. A system as recited in claim 11, wherein the individualized multimedia message is formatted for downloading to the recipient as a monolithic file, such as Flash™, Real Audio™, Quick Time™, Windows MP™, SWF, SWT, Java™, HTML/Embedded, animated GIF, 3D™, MPEG, MP4, or JPEG file, that may be either viewed or played by the recipient utilizing conventional players or viewers to access the message.

19. A system as recited in claim 11, wherein the individualized multimedia message may be converted to a format compatible with a graphic printer, such that individualized graphic output may be generated.

20. A system for creating and distributing individualized multimedia messages over a computer network, comprising:

(a) a computer operatively connected to said network and executing a programmed sequence of instructions;

(b) a recipient information access routine within said programmed sequence of instructions which is capable of accessing data about a given intended recipient;

(c) a content repository containing multimedia elements that may be combined to form individualized messages;

5 (d) a content management routine within said programmed sequence of instructions which is capable of retrieving selected multimedia content from the content repository, wherein the process of selecting multimedia content is responsive to information content regarding the given recipient accessed by the recipient information access routine;

(e) a multimedia engine routine within said programmed sequence of instructions which packages the multimedia content as an individualized message for delivery to the given recipient; and

(f) a delivery routine within said programmed sequence of instructions which delivers the individualized message to the given recipient.

21. A system as recited in claim 20, wherein the content repository comprises a structured database having a directory hierarchy.

20 22. A system as recited in claim 20, wherein the recipient information is accessed within said programmed sequence of instructions using SQL, ASP and XML.

23. A system as recited in claim 20, wherein the delivery routine is configured to deliver the multimedia message through a network for receipt on a media selected from the group of media consisting of email, WAP enabled devices, wireless devices, interactive TV, media files, and printed media.

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24. A system as recited in claim 20, wherein the delivery routine prepares the multimedia content for delivery in a specific delivery format.

25. A system as recited in claim 24, wherein the delivery routine further comprises synchronization routines to synchronize different multimedia streams, such as the synchronization of audio and video streams.

26. A system as recited in claim 24, wherein the delivery format provides a mechanism for servicing data queries.

27. A system as recited in claim 24, wherein the specific delivery format is selected from the group of delivery formats consisting of: Flash™, Real Audio™, Quick Time™, Windows MP™, SWF, SWT, Java™, HTML/Embedded, animated GIF, 3D™, and wireless.

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28. A system as recited in claim 20, wherein the delivery format is capable of being converted for output to a printer so that the individualized multimedia message

may be printed out as individualized graphics and text on a printing device.

29. A system as recited in claim 20, wherein the recipient information is extracted from a client database

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30. A system as recited in claim 20, wherein the multimedia messaging system is directly interfaced to the client system with a data exchange protocol through which the recipient information may be extracted.

31. A system as recited in claim 30, wherein the exchange protocol utilized is selected from a group of exchange protocols consisting of ODBC, and XML.

32. A system as recited in claim 30, wherein a custom interface is created for interfacing the multimedia messaging system with the client database.

33. A system as recited in claim 20, wherein the information about the intended recipient comprises a user name and an associated email address, so that the multimedia content may be customized with the user name and delivered to the email address of the recipient which is associated with the user name.

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34. A system as recited in claim 20, wherein the delivery routine is configured to deliver the multimedia content to the intended recipient as an email message through



a client routine that is supplied with data comprising the recipient's name, email address and a unique URL pointing to the message content, wherein the client routine is then capable of deploying the email message with the URL.

5           35.    A system as recited in claim 34, wherein the delivery routine is further configured to deliver the multimedia content to play spontaneously when highlighted within the recipient's email in-box.

36.    A system as recited in claim 35, wherein the email messages are deployed within an email campaign, said email campaign comprising a content database, and a list of recipients with associated personalization information.

37.    A system as recited in claim 36, further comprising an archiving routine which is capable of storing and retrieving email campaigns.

38.    A system as recited in claim 37, wherein the archiving routine is capable of storing all files and structures relating to a specific campaign, such that a completed campaign that has been archived may later be restored for further development or use.

20           39.    A system as recited in claim 20, wherein the client interface of the content management routine comprises a graphical user interface which displays information and allows for direct client input.

40. A system as recited in claim 20, wherein the content management routine further comprises routines for directing content uploading, and the customization of the content database.

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41. A system as recited in claim 20, wherein the content management routine further comprises routines for providing file security for a campaign which restricts non-authorized parties from accessing a client campaign.

42. A system as recited in claim 20, wherein the content management routine further comprises a comprehensive search engine for use on the content repository.

43. A system as recited in claim 20, wherein the search engine further comprises a Thesaurus that is capable of looking up files in response to a set of keywords.

44. A system as recited in claim 20, wherein the content management routine further comprises version control routines for managing file check-in and check-out by clients accessing the system.

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45. A system as recited in claim 20, wherein each of the elements of content being uploaded is represented on a screen and each element may be labeled by the client.

5 46. A system as recited in claim 44, wherein labeling of a content element comprises adding a filename, description, and a keyword list.

47. A system as recited in claim 20, further comprising a reporting routine capable of real-time reporting of content and usage statistics.

48. A system as recited in claim 47, wherein the reporting routine is capable of providing information on click-rate, click-tracking, sales, customer profiles, and use patterns.

49. A system as recited in claim 20, wherein the multimedia content comprises graphics, animations, audio, and text which are utilized singly or in combinations thereof.

50. A system as recited in claim 20, wherein the content management routine  
20 further comprises the ability to synchronize combinations of graphics, audio, and text for presentation to the given recipient.

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personalizing a multimedia message for said recipient based on the retrieved information; and

delivering the multimedia message to said recipient.

5           56.    A method as recited in claim 55, wherein the information about the intended recipient comprises a user name and an associated email address.

57.    A method as recited in claim 55, wherein the individualized multimedia message is assembled from multimedia segments which are selectably extracted from a content database.

58.    A method as recited in claim 55, further comprising providing the client with the ability to upload, search, and manage the multimedia content contained within the content database.

59.    A method as recited in claim 55, further comprising providing the ability to archive email campaigns, which can later be restored for additional development or deployment.

20           60.    A method as recited in claim 55, wherein the delivery of the multimedia message to said recipient is performed by sending emails to the recipients, wherein a unique URL is embedded in each email which points to stored message content,

wherein upon the client opening the email the URL is activated and the individualized multimedia message is played for the client.

61. A method as recited in claim 60, wherein the email is delivered in a format  
5 capable of playing spontaneously when the email message is highlighted in the recipient's in-box or selected for opening.

62. A method as recited in claim 55, wherein the delivery of the multimedia message to said recipient is performed by providing the client with the recipient's name, email address and a unique URL pointing to the message content, wherein the client then deploys the email message with the URL.

63. A method as recited in claim 55, further comprising providing a database structure and directory structure for retrieving and processing multimedia files to be used in an email campaign.

64. A method of collecting revenue from clients for development and delivery of individualized multimedia streams on a multimedia messaging system, wherein the multimedia streams are embedded in email messages sent to recipients within the  
20 client's advertising campaign, comprising:

charging a fee to the client for each individualized multimedia stream delivered to one of said recipients, such that the client is not charged for emails containing an

individualized multimedia stream which have been sent but are not opened up by a recipient.

65. A method as recited in claim 64, further comprising charging a client fee  
5 for allowing the client to utilize the multimedia messaging system to develop the multimedia streams and associated advertising campaign.

66. A method as recited in claim 64, wherein the client fee is charged for developing smaller campaigns that do not exceed a predetermined size.

67. A method as recited in claim 64, wherein the client fee is determined by the amount of time the client utilizes the multimedia messaging system for developing the campaign.

68. A method as recited in claim 64, wherein the client fee is determined by the complexity of the multimedia streams being created.

69. A method as recited in claim 64, wherein the complexity of the multimedia stream being embedded within each email message is determined by a set of message  
20 metrics selected from the group of message metrics consisting of: number of elements, media type, stream length, disk storage requirements, and the use of special services such as synchronization of media element.





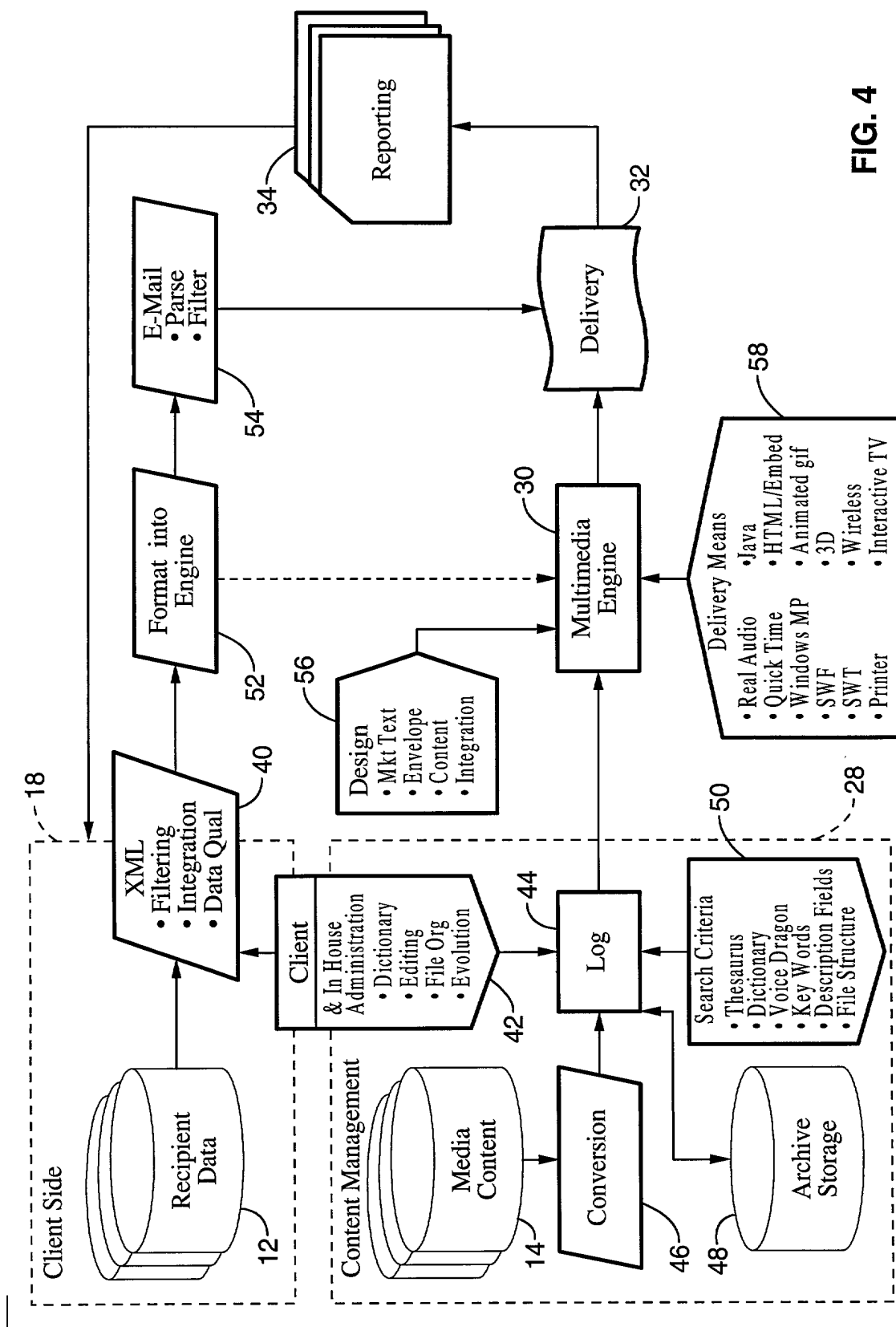
## ABSTRACT OF THE DISCLOSURE

A system and method for the distribution of individualized multimedia content over a network to a number of recipients. The system assembles a message containing multimedia content which is extracted from a media content repository in response to information about the intended recipient. The multimedia content is thereby individualized for the particular recipient; for example an individualized audio greeting containing with audio annunciation of the recipient's name within multimedia message. Multimedia elements may be variously combined within an individualized message containing audio, graphics, text, animations, video, and/or ecommerce/transaction primitives. The system provides the ability to develop and manage the multimedia content repository, control the distribution of the individualized multimedia content, and report on system activity. By way of example and not of limitation, the individualized content may be delivered through an email to the recipient as part of an email campaign, as a multimedia message through other networks, or as graphic and text output on a printer.



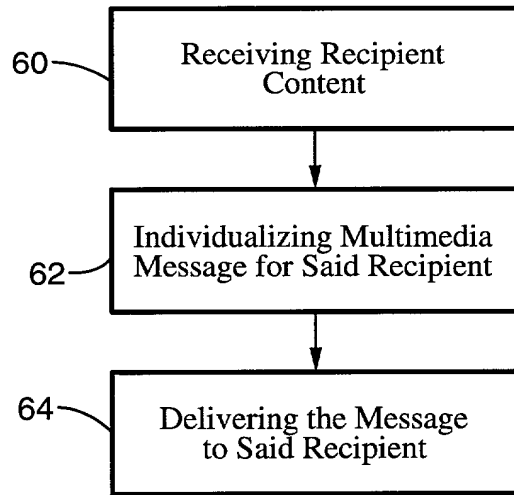




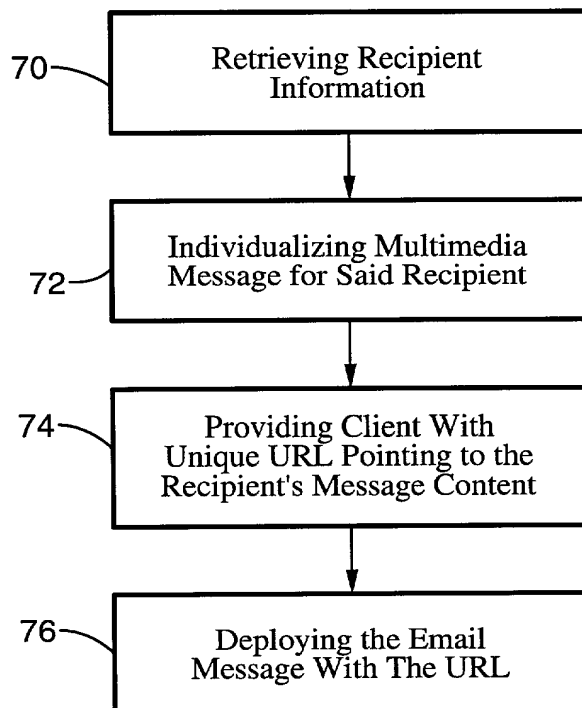


Solution	Purpose	Optional Features	Media Files	Individualization Elements (Max)	Data Treatment
Promotional Commercial	Branding, Promotional, Traffic	<ul style="list-style-type: none"> <li>• Interactivity</li> <li>• Word-Of-Mouth</li> <li>• Dynamic Coupon</li> </ul>	Delivery: HTML & Flash Maxlength: 30 Sec File Size: 200 K	Graphics/Text... /Audio Elements: 3 Dynamic Links: 5	Min Recipients: 250K Data Lists: 5 List Segments: 5
Direct Sales Commercial	Sales of Single Item or Offer	<ul style="list-style-type: none"> <li>• Interactivity</li> <li>• Word-Of-Mouth</li> <li>• Dynamic Coupon</li> <li>• Advanced Tracking</li> </ul>	Delivery: HTML & Flash Maxlength: 30 Sec File Size: 200 K	Graphics/Text... /Audio Elements: 3 Dynamic Links: 5 Merchandise Items*: 1	Min Recipients: 50K Data Lists: 5 List Segments: 5
Direct Sales Catalog	Sales of Multiple Items	<ul style="list-style-type: none"> <li>• Interactivity</li> <li>• Word-Of-Mouth</li> <li>• Dynamic Coupon</li> <li>• Advanced Tracking</li> </ul>	Delivery: HTML & Flash Maxlength: 30 Sec File Size: 500 K	Graphics/Text... /Audio Elements: 3 Dynamic Links: 5 Merchandise Items*: 10	Min Recipients: 50K Data Lists: 10 List Segments: 10
Dynamic Newsletter	Branding and Customer Relationship Management, Advertising Sales	<ul style="list-style-type: none"> <li>• Interactivity</li> <li>• Word-Of-Mouth</li> <li>• Dynamic Coupon</li> </ul>	Delivery: HTML & Flash Maxlength: 30 Sec File Size: 200 K	Graphics/Text... /Audio Elements: 3 Dynamic Links: 15	Min Recipients: 250K Data Lists: 5 List Segments: 5
ASP Demo Hosting	Sales and Promotional Tool	<ul style="list-style-type: none"> <li>• Preview</li> <li>• Forward</li> <li>• Tracking and Reporting</li> </ul>	Delivery: HTML & Flash Maxlength: 30 Sec File Size: 200 K	Graphics/Text... /Audio Elements: 5 Dynamic Links: 15	Min Recipients: None Data Lists: 5 List Segments: 5

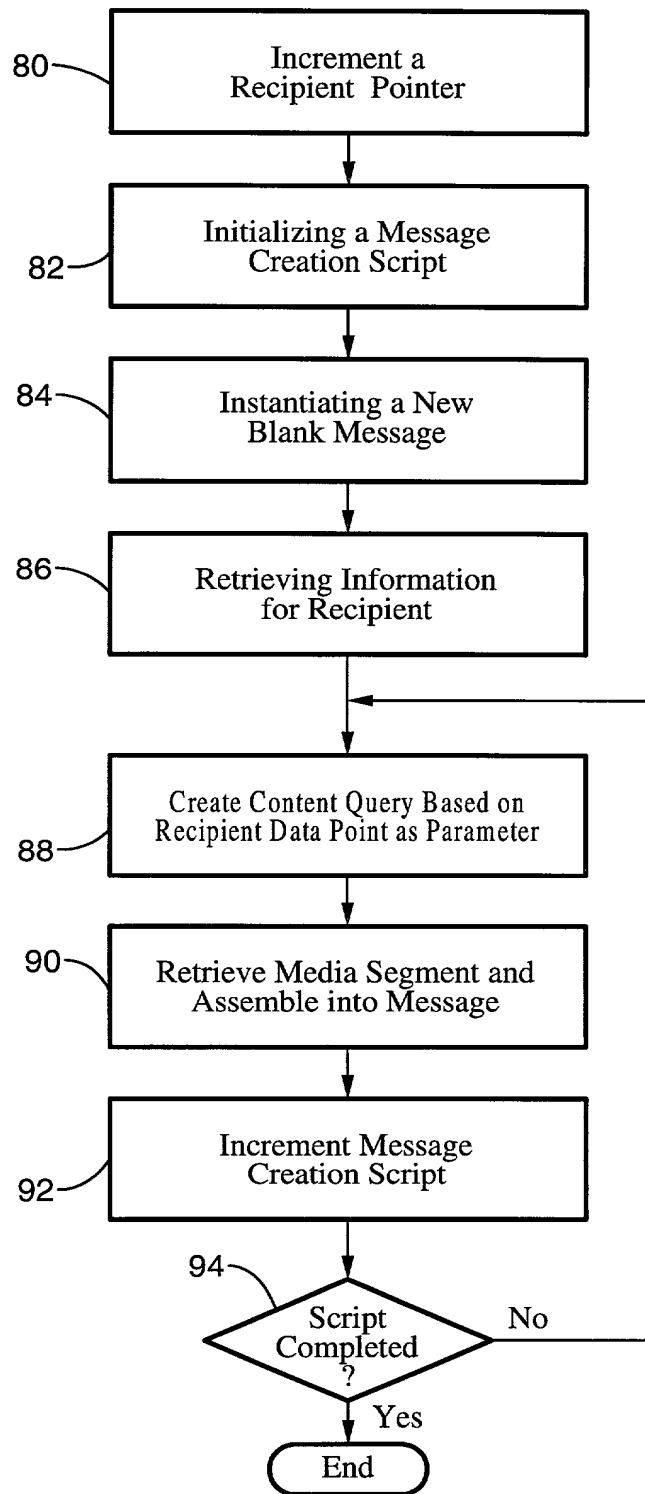
**FIG. 5**



**FIG. 6**

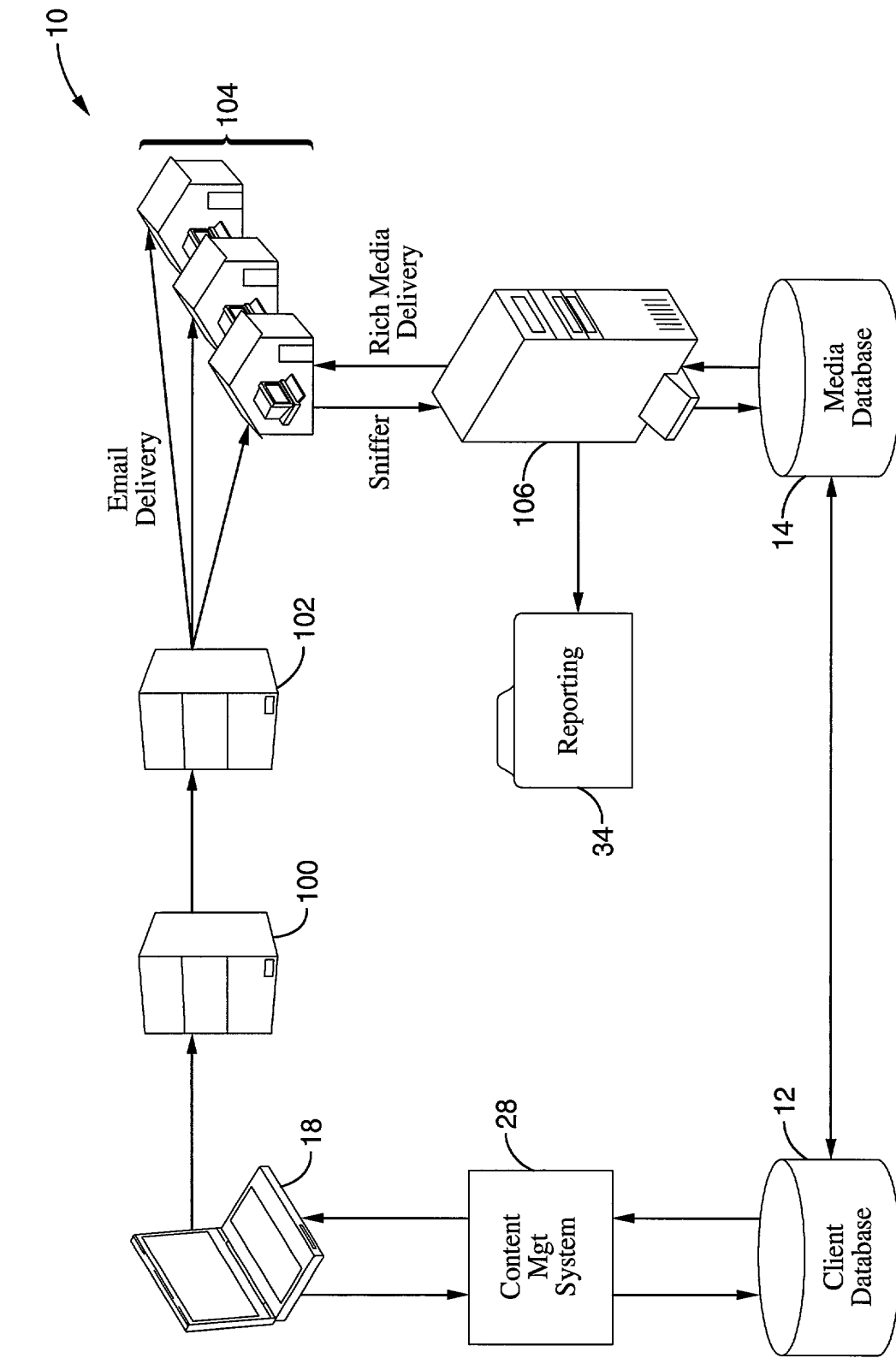


**FIG. 7**



**FIG. 8**





**FIG. 9**

The Bin

110

File Name: \_\_\_\_\_

Keyword: \_\_\_\_\_

112

114

Done

116

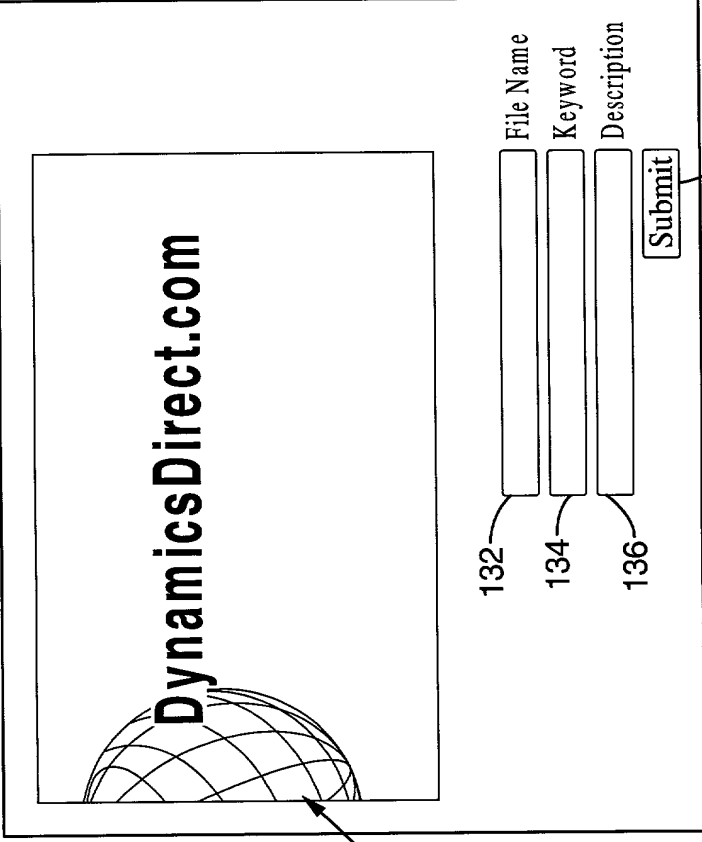
Upload

120

Next>


118

FIG. 10



A screenshot of a web browser window displaying the DynamicsDirect.com registration form. The browser window is labeled 130. The page features a logo with a globe and the text "DynamicsDirect.com". Below the logo, there are three input fields for "File Name" (132), "Keyword" (134), and "Description" (136). A "Submit" button (138) is located at the bottom right of the form area.

130

DynamicsDirect.com

132 File Name

134 Keyword

136 Description

138 Submit

FIG. 11



FIG. 12

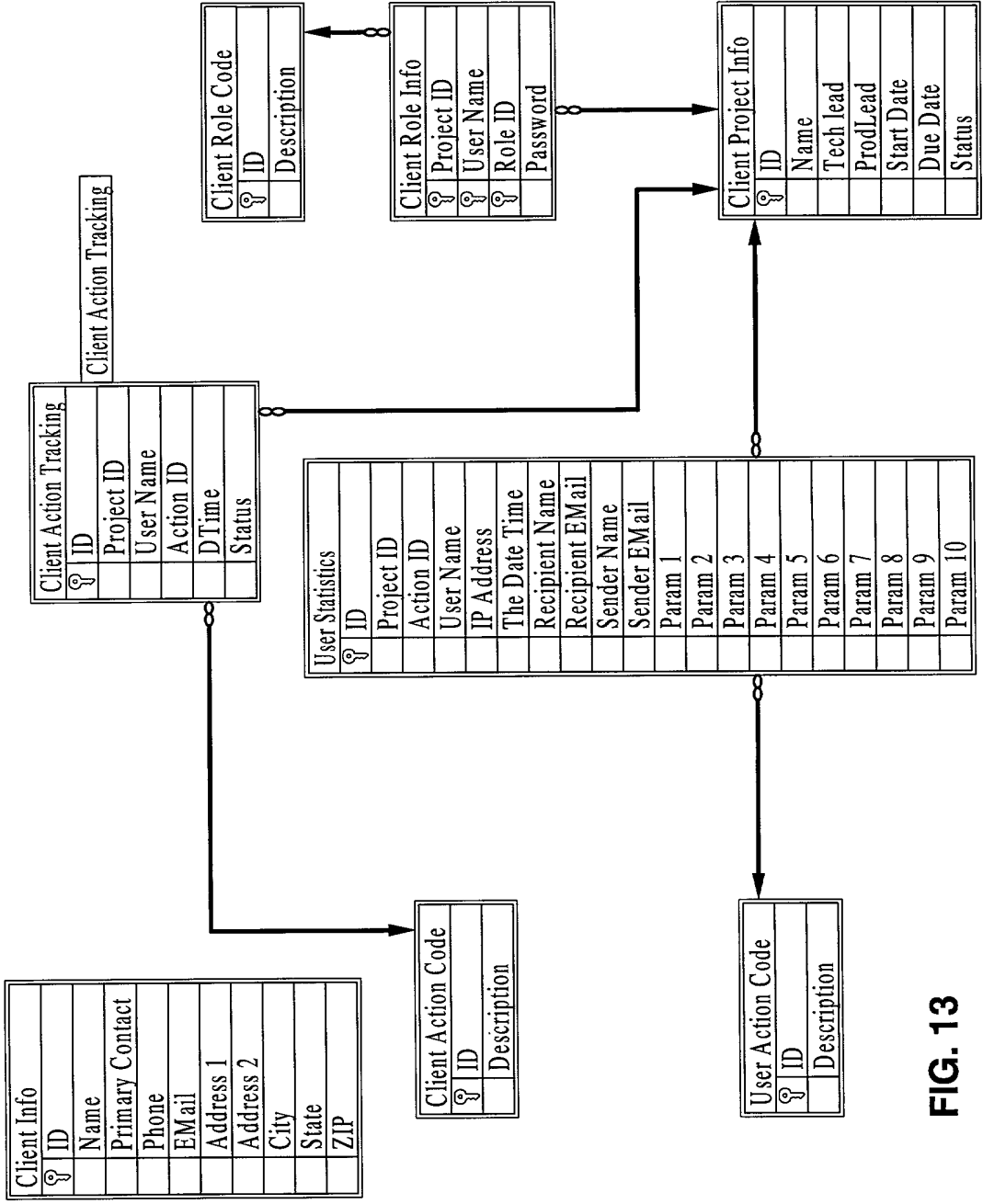
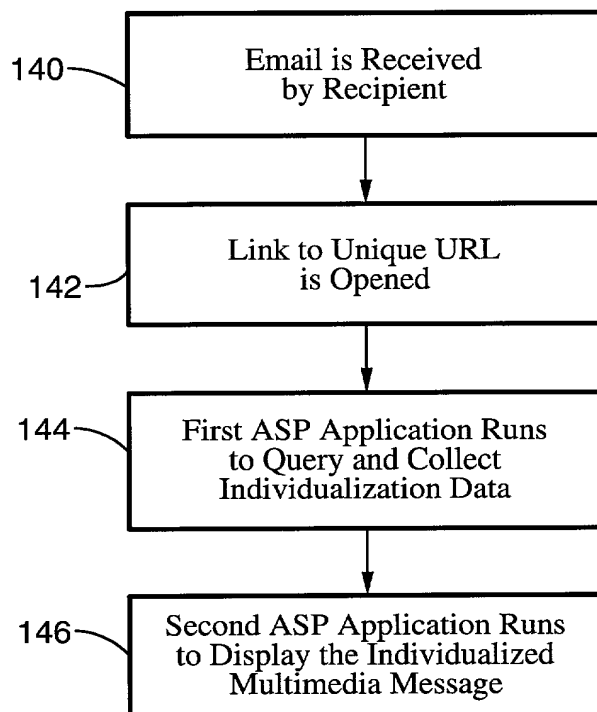
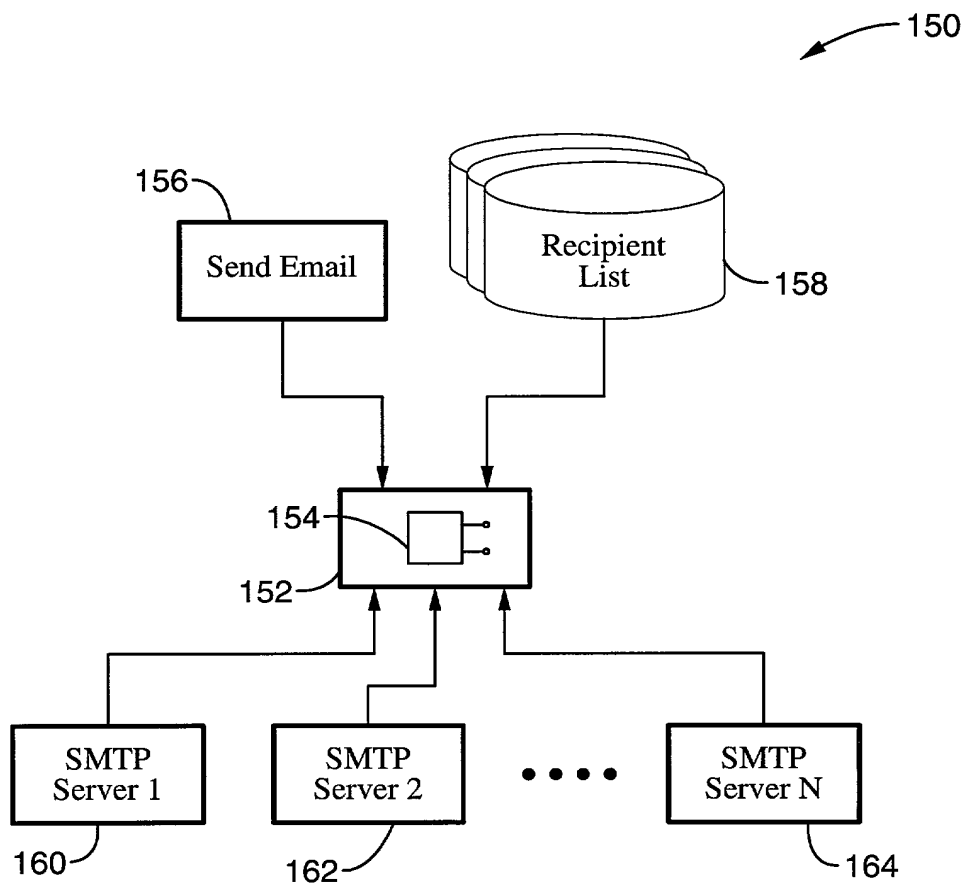


FIG. 13



**FIG. 14**



**FIG. 15**

## DRAWING(S)

There is attached fourteen (14) sheets of drawings.

1990-1991		1991-1992		1992-1993		1993-1994		1994-1995		1995-1996		1996-1997		1997-1998		1998-1999		1999-2000		2000-2001		2001-2002		2002-2003		2003-2004		2004-2005		2005-2006		2006-2007		2007-2008		2008-2009		2009-2010		2010-2011		2011-2012		2012-2013		2013-2014		2014-2015		2015-2016		2016-2017		2017-2018		2018-2019		2019-2020		2020-2021		2021-2022		2022-2023		2023-2024		2024-2025		2025-2026		2026-2027		2027-2028		2028-2029		2029-2030		2030-2031		2031-2032		2032-2033		2033-2034		2034-2035		2035-2036		2036-2037		2037-2038		2038-2039		2039-2040		2040-2041		2041-2042		2042-2043		2043-2044		2044-2045		2045-2046		2046-2047		2047-2048		2048-2049		2049-2050		2050-2051		2051-2052		2052-2053		2053-2054		2054-2055		2055-2056		2056-2057		2057-2058		2058-2059		2059-2060		2060-2061		2061-2062		2062-2063		2063-2064		2064-2065		2065-2066		2066-2067		2067-2068		2068-2069		2069-2070		2070-2071		2071-2072		2072-2073		2073-2074		2074-2075		2075-2076		2076-2077		2077-2078		2078-2079		2079-2080		2080-2081		2081-2082		2082-2083		2083-2084		2084-2085		2085-2086		2086-2087		2087-2088		2088-2089		2089-2090		2090-2091		2091-2092		2092-2093		2093-2094		2094-2095		2095-2096		2096-2097		2097-2098		2098-2099		2099-2100		2100-2101		2101-2102		2102-2103		2103-2104		2104-2105		2105-2106		2106-2107		2107-2108		2108-2109		2109-2110		2110-2111		2111-2112		2112-2113		2113-2114		2114-2115		2115-2116		2116-2117		2117-2118		2118-2119		2119-2120		2120-2121		2121-2122		2122-2123		2123-2124		2124-2125		2125-2126		2126-2127		2127-2128		2128-2129		2129-2130		2130-2131		2131-2132		2132-2133		2133-2134		2134-2135		2135-2136		2136-2137		2137-2138		2138-2139		2139-2140		2140-2141		2141-2142		2142-2143		2143-2144		2144-2145		2145-2146		2146-2147		2147-2148		2148-2149		2149-2150		2150-2151		2151-2152		2152-2153		2153-2154		2154-2155		2155-2156		2156-2157		2157-2158		2158-2159		2159-2160		2160-2161		2161-2162		2162-2163		2163-2164		2164-2165		2165-2166		2166-2167		2167-2168		2168-2169		2169-2170		2170-2171		2171-2172		2172-2173		2173-2174		2174-2175		2175-2176		2176-2177		2177-2178		2178-2179		2179-2180		2180-2181		2181-2182		2182-2183		2183-2184		2184-2185		2185-2186		2186-2187		2187-2188		2188-2189		2189-2190		2190-2191		2191-2192		2192-2193		2193-2194		2194-2195		2195-2196		2196-2197		2197-2198		2198-2199		2199-2200		2200-2201		2201-2202		2202-2203		2203-2204		2204-2205		2205-2206		2206-2207		2207-2208		2208-2209		2209-2210		2210-2211		2211-2212		2212-2213		2213-2214		2214-2215		2215-2216		2216-2217	
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## EXECUTED OATH OR DECLARATION

An executed declaration shall follow.

DECLARATION

[illegible]

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100